Southern
OCTOBER, 1952

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

HOO-HOO MAKES MEMPHIS 'BOYS TOWN' WOOD-CONSCIOUS

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Lightweight Aggregates More Profitable Than Sand

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HOW TO IMPROVE Your Employees' Telephone Efforts . . . page 33

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THE ALL-ALUMINUM MIAMI AWNING WINDOW

Here's a window that pays big dividends to builders everywhere.

LOW MAINTENANCE — 63-ST5 extruded aluminum alloy sections require no painting...stay clean, bright and strong. No maintenance except for occasional oiling of operator. Vents can't warp, swell or stick.

EASY INSTALLATION — Window has standard half inch flange all the way around

EASY OPERATION — Special patented balance rod (concealed) actuates both ends of vent sections at the same time, giving free and easy opening and closing.

POSITIVE CLOSING — Overlapping flanges.

HEAVY-DUTY ALUMINUM OPERATOR — Critical parts of stainless steel.

WEATHERSTRIPPING — Concealed—made of tough plastic.

SIZE FLEXIBILITY — Made to fit any width up to 6'2" and to any height.

QUICK DELIVERY — Quick delivery on special size windows as well as standard windows.

MIAMI *awning* WINDOW

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Become a factory-authorized dealer—write, wire or phone Dept. S-B-10.

QUALITY APPROVED A-A1

MIAMI WINDOW CORPORATION 5200 N. W. 37th Avenue, Miami 42, Florida

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga.
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Volume 7 Number 10

LIFETIME *Luxury* LOW IN COST

PHILIPPINE MAHOGANY

The Exotic Tropical Hardwood

Among the world's fine hardwoods only a select few offer beauty, workability and versatility comparable to Philippine Mahogany . . . none offer these qualities in such full measure at such low cost. From exquisite cabinet work to rugged planking for sea-going vessels, Philippine Mahogany is the universal wood of thousands of uses.

SOME OF ITS GENERAL USES:

Boat Building

Recognized as the finest of boat woods, Philippine Mahogany is inherently strong and durable, lighter in weight, yet less absorbent than many other woods of equal strength.

Churches

Used for altars, doors, pews or paneling, Philippine Mahogany blends with the surroundings to create an air of enduring peace and dignity.

Furniture

The beauty of grain and figure, plus the wide range of lustrous finishes taken by Philippine Mahogany, makes it highly desirable for use in manufacture of fine furniture.

Residential

The enduring warmth and beauty of this outstanding tropical hardwood, whether left in its rich, natural red tone, stained or bleached insures lasting pleasure.

Commercial

The many commercial uses for which Philippine Mahogany is suited has resulted in increased demand—wherever attractive, dignified interiors are desired.

LUMBER and PLYWOOD DISTRIBUTORS

WE MAINTAIN LARGE STOCKS OF BOTH LUMBER AND PLYWOOD IN MANY SPECIES OF WOOD FROM THE U.S.A. AND ABROAD. AMONG THE ITEMS AVAILABLE FOR IMMEDIATE SHIPMENT ARE:

LUMBER

Tough Ash — Cedar Closet Lining
American Black Walnut — Long Leaf Pine
Birch — Hard Maple
Poplar
Red and White Oak
Oak Flooring and Stepping

MAHOGANY LUMBER

(British Honduras — African — Philippine)

WESTERN LUMBER

Ponderosa Pine — Redwood Lumber and Siding
Kiln-Dried Fir — Western Red Cedar
Knotty Pine Wall Paneling
Driftwood and Ridgewood Paneling

TIDEWATER RED CYPRESS

Boat Stock — Dressed Finish
4/4 to 8/4 No. 1 Shop & Better

PLYWOOD

Birch — Mahogany — Walnut
Gum — Oak — Fir
Many Sizes and Thicknesses Available
Boat Panels a Specialty

PLYWEAVE

WE CARRY: Flush and Panel Doors

YOUR INQUIRIES ARE SOLICITED BY MAIL, TELEPHONE, OR TELEGRAM. WE CAN SHIP BY TRUCK OR BY RAIL

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8201 FIG STREET
NEW ORLEANS 18, LA.

Jackson

automatic · electric
FLOOR FURNACES

BETTER SALES FOR YOU . . . BETTER HEATING FOR YOUR CUSTOMERS!

Now—a new dependable electric floor heater to solve your construction problems. Just cut the hole in the floor, insert the furnace, wire it up and turn it on. This simple procedure will save you time and money whether you build one or one hundred houses.

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EXCELL ENGINEERING & SUPPLY, INC.
P. O. Box 5083 . . . . . Indianapolis, Ind.

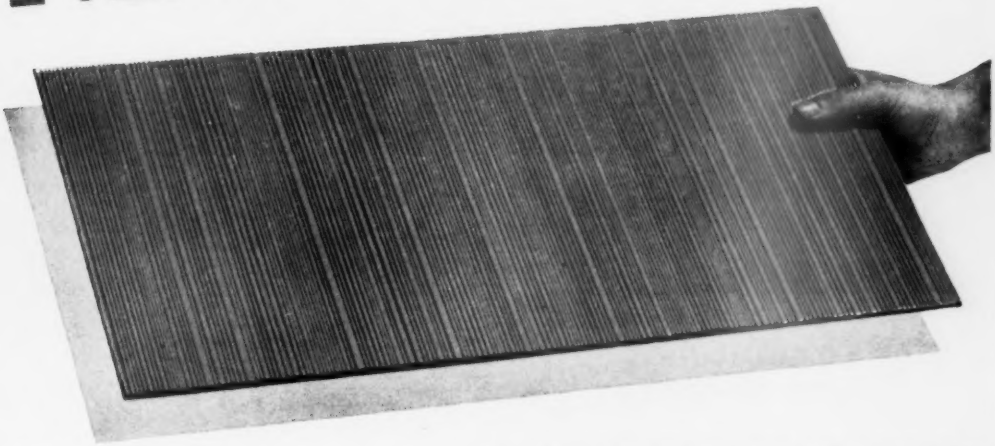
Model Number	FF-333	FF-335	FF-338
Kilowatts	3	5	8
Floor Opening	14¼"x24¼"	14¼"x30¼"	20¼"x30¼"
Overall Grill	16"x26"	16"x32"	22"x32"
Depth	20	20	20
Approx. BTU Output per Hr.	10,002	16,670	26,672
Ampere Rating	12.6	21.7	34.7
Approximate Shipping Wt.	35 lbs.	50 lbs.	100 lbs.

230 Volts A.C. Only

W. L. JACKSON MANUFACTURING COMPANY
1222 East 40th Street
CHATTANOOGA, TENNESSEE

NOW! Cash in on the nationwide boom in Exterior Color

NEW profit-builder from Asbestone



- ✓ **New deep-grain texture!**
- ✓ **New color harmony!**
- ✓ **Same lifetime durability!**
- ✓ **Same low price!**

CHROMA-TEX SIDING SHINGLES have a deep, natural-looking texture. Color is two-toned—dark in the valleys, light on the ridges—for a pleasing *new* kind of decorating effect that lends itself perfectly to modern color-planning ideas for exteriors. Like all Asbestone products, *Chroma-Tex* Siding Shingles are rock-like in their ruggedness—fireproof, weatherproof, rot-proof, termiteproof. Made of asbestos-cement, they need no painting, no preservative treatment, no maintenance of any kind.

Put more color, more style, more SELL into every home you build — at no increase in cost.

Give home buyers the rich, textured effect of the costliest sidings on the market — for the same price as regular asbestos shingles.

Use any of 5 appealing CHROMA-TEX colors to style exteriors with true "decorator harmony."

ASBESTONE Chroma-Tex SIDING SHINGLES

COLORS: Twilight Gray • Poplar Green • Pheasant Brown • Dusty Coral • Mellow Ivory

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5390 Tchoupitoulas St., New Orleans 15, La.

Please send me samples and full information on NEW CHROMA-TEX Siding Shingles.

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FIRM NAME

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ASBESTONE—Rugged as the rock it's made from

Roofing & Siding Shingles **Wallboard** **Corrugated Roofing & Siding**

Everybody needs nails!

DISPLAY THEM WHERE THEY'LL BE SEEN . . . .

DIXISTEEL NAILS ARE MADE TO SELL

DIXISTEEL Nails have maximum strength and greater bend resistance. Heads are accurately centered, won't fly off. Points are clean cut and sharp—penetrate easier. That's why they *sell better*.

Full range of sizes and finishes available.

LEAD HEAD NAILS

The DIXISTEEL Lead Head Nail is the ideal roofing nail to sell. It builds customer satisfaction; builds profits for you.

The DIXISTEEL Lead Head Nail never loses its head! It won't fly off when driven or as a result of contraction or expansion of the roofing.

Order from your wholesaler now. Free samples on request!

You may be letting extra profits slip by because you are keeping your nails where customers can't see them.

Put some cartons of DIXISTEEL Wire Nails and Brads out where your customers can *see* them and they will *buy* them on the spot.

The red, yellow and black DIXISTEEL packages are real eye-catchers—natural reminders to *buy*.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and *watch your profits grow!*

DIXISTEEL

TRADE MARK

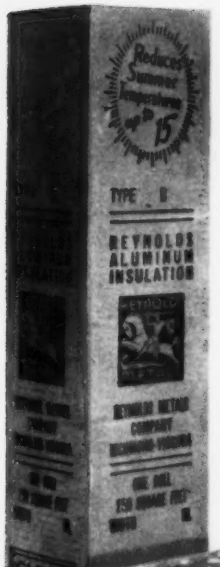
ATLANTIC STEEL COMPANY

ATLANTA, GEORGIA

REFLECT! REFLECT!

here's the insulation they take home and put up themselves ...quickest, easiest!

REYNOLDS ALUMINUM REFLECTIVE INSULATION



250 SQ. FT. IN ONE 15-LB. ROLL... 25", 33" and 36" WIDE.

TYPE B— FOIL on both sides,

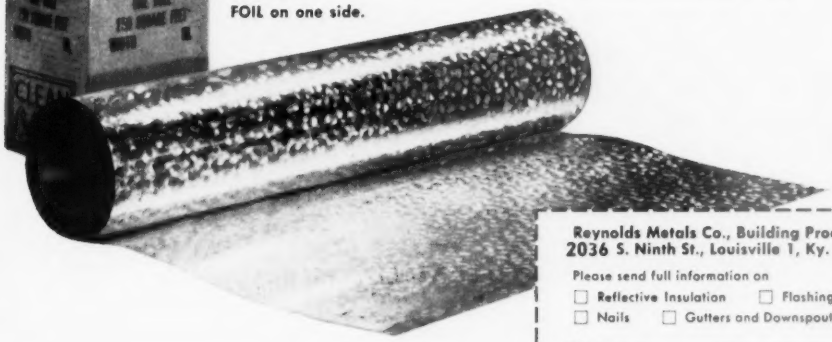
TYPE C— FOIL on one side.

High efficiency without bulk and a perfect vapor barrier ...at much lower cost than most bulk insulations!

You don't need a warehouse for these convenient rolls, attractively boxed. A customer can walk out with enough for an average-size attic...and do the job himself on his Saturday off.

He gets immediate results in home comfort, too... up to 95% radiant heat reflection in walls, under rafters or over ceiling joists. Reflection works from whatever direction the heat comes...summer temperatures reduced up to 15°, important winter fuel savings.

Here's an over-the-counter seller you'll want to keep going even though military demand for aluminum now limits civilian supply. Call your jobber or mail the coupon. **Reynolds Metals Company,** Building Products Division, Louisville 1, Ky.



Reynolds Metals Co., Building Products Division SBS 1
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Please send full information on

☐ Reflective Insulation ☐ Flashing
☐ Nails ☐ Gutters and Downspouts

Name_____

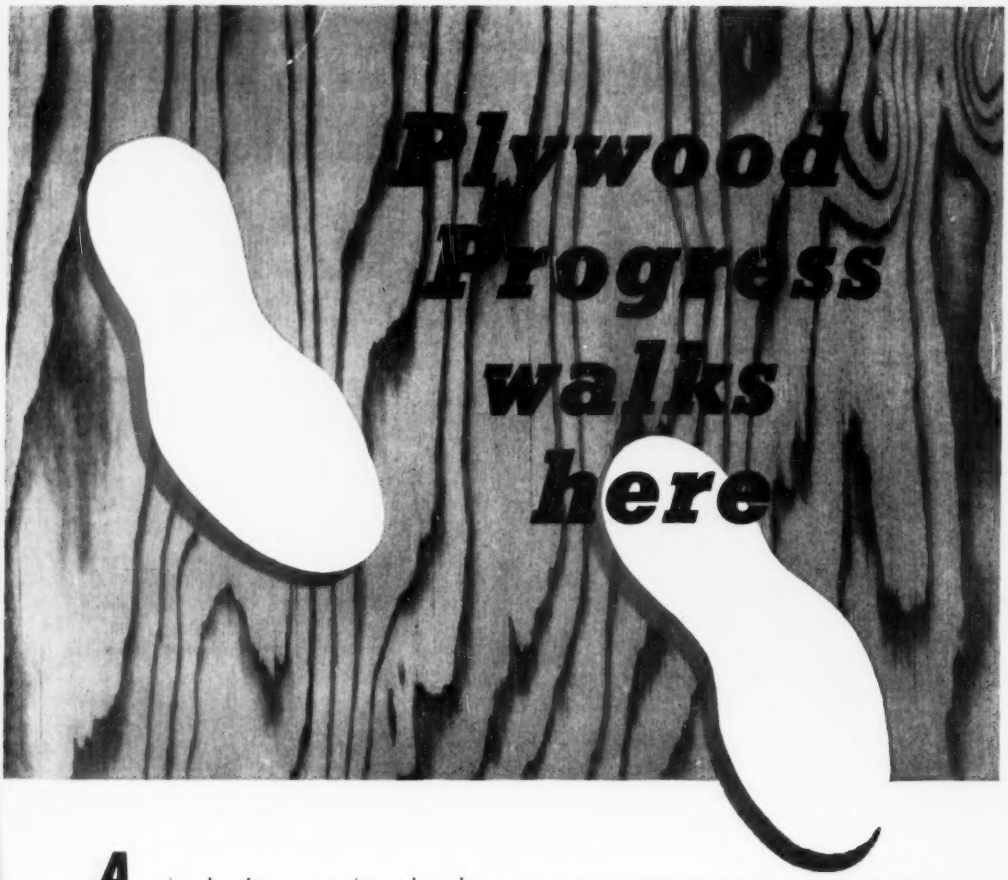
Company Name_____

Address_____

MAIL THIS COUPON

REYNOLDS ALUMINUM

"The Kate Smith Evening Hour" on Television, Wednesdays—Tallulah Bankhead in "The Big Show" on Radio, Sundays—NBC NETWORKS



Associated makes a type, size and grade of Douglas fir plywood for every building need:

Interior-type: For walls, ceilings, cabinets, built-ins; for sheathing and subflooring.

Exterior-type: For siding, outdoor signs, farm structures, boats of all sizes and shapes.

Sea Swirl (interior and exterior). A beautiful decorative plywood for remodeling and new construction.

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Plyron (interior and exterior). Plywood core between hardboard surfaces.

All APMI plywood is manufactured in the heart of the Douglas fir region of Oregon; is grademarked and trademarked; is available through branch sales warehouses in major building cities, sold by experienced plywood men. Your inquiries are invited.

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1026 Jay Street, Charlotte, North Carolina
111 Welborn Street, Greenville, South Carolina
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SALES OFFICES:

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ASSOCIATED PLYWOOD MILLS, INC.

General Offices: Eugene, Oregon
Plywood plants at
Eugene and Willamina, Oregon
Lumber Mill at Roseburg, Oregon

APMI

HELPFUL Booklets FREE

12. Installment Financing. Concise new handbook and guide explains system based on FHA Title 1 and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris Street N.W., Atlanta 3, Georgia.

18. Exterior Plywood. "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories, 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

32. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

36. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase rive, Glendale 4, Calif.

40. Ideal Millwork. Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

42. Thresholds. Twelve types of aluminum thresholds available. Aluminum weatherstrip or spring bronze to match. Asbestos siding trim available in aluminum and zinc metal. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

44. Material-Handling Equipment. A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

46. Hollow-Core Doors. Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 18, N. Y.

50. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

54. Metal Awnings, Shutters, Accessories. Leigh ornamental shutters, awnings, door canopies, grilles, and ventilators are described in a colorful new catalog, 52-L. Installation data and specifications are given. Also described are flower boxes, mail boxes, clothes chutes, package and milk receivers, garbage units, recessed show racks, and other accessories. Leigh Building Products Division, Air Control Products, Inc., Coopersville, Mich.

60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

64. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chatta-

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., NE — **October, 1952**
Atlanta 5, Ga.

Gentlemen:
Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name ..... **Title** .....

Company .....

Address .....

City & State .....

Circle numbers below. Bulletins and catalogs will be mailed promptly.

12	14	18	26	28
32	36	40	42	44
64	48	50	54	60
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100	102	106	118	126
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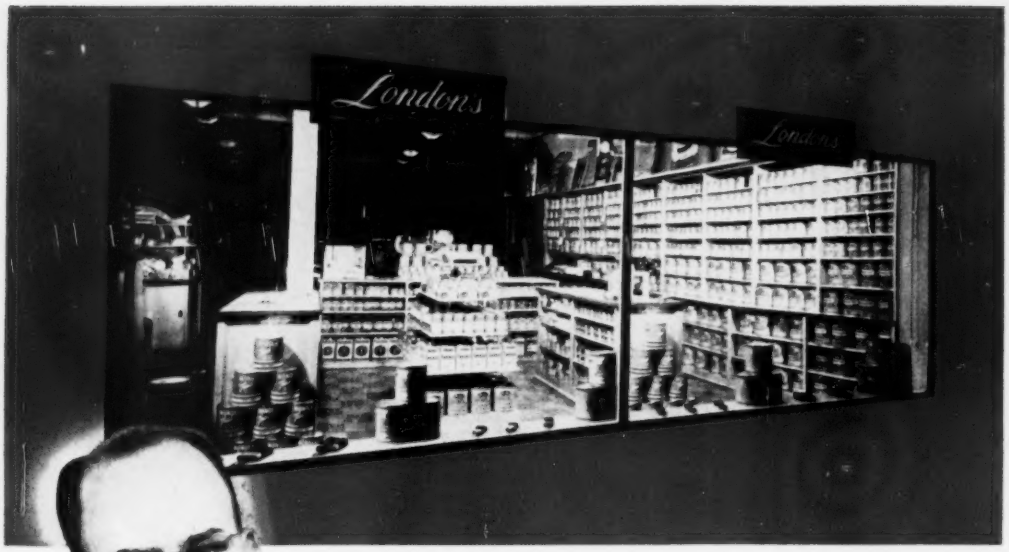


"Our paint department is successful and profitable...

...because we have featured the Pee Gee line exclusively over a long period of years."

R. P. London, Jr., President
London Hardware Company
Johnson City, Tenn.

Mr. London keeps the Pee Gee line right up front in his big, recently remodeled store. His progressive further comments are instructive:

"The reason for remodeling is, of course, to keep abreast of the times . . . in merchandising, display, and the many other factors that make a modern retail store. But . . . through the years and all the changes . . . we continue to feature the complete Pee Gee Line for a very definite reason. *We have found that Pee Gee too, believes in remodeling, in keeping abreast of the times, in improving and developing their products, in introducing new products, and in continually striving to help their dealers do a better selling job.*

"As we continue to grow and expand, we have an ally in the management of Pee Gee, with the same goal as ours . . . to serve the public better."

We at Pee Gee underlined those words of Mr. London's, because that's the clearest statement of Pee Gee's dealer policy we've ever read!

If *you* want a profitable, successful paint department from the very start, we suggest you investigate a Pee Gee dealership . . . as Mr. London did a good many years ago!

PEASLEE-GAULBERT PAINT & VARNISH COMPANY
223 N. 15th Street, Louisville, Kentucky
Serving the South Since 1867

nooga Bank Building, Chattanooga 2, Tenn.

66. Marlite Hi-Gloss and Marlite Woodpanel — Of special interest to dealers, builders, and architects is a new, full-color illustrated folder introducing the striking new line of Marlite Hi-Gloss and Marlite Woodpanel wall and ceiling panels manufactured by Marsh Wall Products, Inc., Dover, Ohio.

68. Plywood Catalog. The new 43-page Weldwood plywood catalog contains descriptions, photographs, specifications, and list prices of softwood and hardwood plywood, doors, plastics, and specialties. Ask for form 1052. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

74. Aluminum Specialties. "Reynolds Aluminum-Mill Products" and "Reynolds Architectural Aluminum" are two new brochures that tell the advantages of aluminum products. Among building products covered are extruded aluminum door jambs, window frames, moldings, copings, thresholds, ceilings, railings, awnings, wall facings, ductwork, insulation, and sheet aluminum for various uses. The Reynolds Metals Co., 2500 South Third Street, Louisville 1, Ky.

76. Insect Screen Guide. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

78. Kwik-Seal Plastic Patching Compound for sealing cracks around bathtubs — filling nail holes and cracks in walls, window frames, etc. —adheres permanently to any surface. Big 6 ounce tube with suggested retail price only 79c. Liberal profit margin. Comes in attractive three-color display carton: 6 tubes to a carton. Write for bulletin KS. The Armstrong Company, 4065 S. LaSalle Street, Chicago 9, Illinois.

86. Wood Preservative. Descriptive literature tells the story of treating lumber against termites and decay with Penta-Preservative and Penta WR. Actual photographs compare treated and non-treated woods and show how preservatives reduce swelling and checking. The Chapman Chemical Company, Memphis 3, Tenn.

88. Asbestos-Cement Building Products. Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Pennsylvania.

96 GPX Plywood. New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Company, 300 Park Ave., New York 22, N. Y.

98 Ideal Bathroom Cabinets. Catalog shows cabinets in 18 designs and a wide range of sizes, including chrome-plated, fluorescent - lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

100 Tension Screens. Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Company, South Ave., Hanover, Pa.

102 Stanley Electric Tools Catalog. A new 96 page catalog by Stanley Electric Tools, Division of The Stanley works gives full descriptive information on the complete Stanley line of portable electric tools for working in wood or metal. Included are such typical items as Stanley Safety Saws, electric planes, portable routers, tool sharpening grinders, electric drills, and many others. Stanley Electric Tools, 300 Myrtle Street, New Britain, Conn.

106. National Lockset. Catalog illustrating and describing the complete Series "410" National Lockset line. Locksets are reproduced in full color. Installation instructions, cross-sectional drawings and available finishes are included. Special cutaway drawing points up specific advantages and functions. The National Lock Company, Rockford, Illinois.

118. Metal Siding Trims. Illustrated sales sheet and price list gives descriptions of rust-proof trims used for outside corners, inside corners, door and window trim, and drip cap for use over windows and doors. States dimensions, carton content, and dealer's net cost per 1000 feet, and gives illustrations of siding trims in use. National Guard Products, Inc., 540 Jackson Avenue, Memphis, Tennessee.

126. Gypsum Wallboard. Uses of Firestop Bestwall are listed in a new two-color, envelope-size folder. A table shows fire-resistance ratings based on Underwriters Laboratories tests. The Certain-teed Products Corporation, Ardmore, Pa.

128. Drywall Trim Steel Casing. Finely illustrated data sheet fully describes new dry-wall trim with firm gripping, spring tight action. Pictures adaptability to various types of window and door installations. Describes speed of application, practicability, decorative and protective features and economy of use. Drywall Trim, Inc., 545 Fifth Ave., New York 17, N. Y.

132. Completely Concealed Sash Balance. A two color folder which gives details of design, construction and operation of Hidalift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many exclusive features of this completely concealed sash balance. The Turner & Seymour Manufacturing Co., Torrington, Conn.

136. Residential and Commercial Fan Catalog. Thirty fan types in over 300 sizes are described in a new catalog, along with an engineering bulletin and price sheet. This literature gives complete specifications and installation diagrams for fans to cover "every industrial, commercial, and residential requirement." Chelsea Fan and Blower Company, Inc., Plainfield, N. J.

142. Swing Door Units. Folder DO-11 presents the Fenestra Hollow Metal Door Unit (door, frame, hardware), which is prime painted, drilled and tapped, ready for off-the-shelf sales. Standardized flush, panel, entrance and Underwriters' door styles are listed, as well as a table of types and sizes and other information. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

144. "Porch Enclosures" — A new descriptive four page booklet showing the uses of Jalousies, features many photos of Jalousie installations that will spark ideas in the minds of home-owners who want to add more living space by enclosing their screened porches for year-round living. Before and after pictures vividly demonstrate the advantages of using Ludman Windo-Tite Jalousies for practical beauty plus year 'round comfort. Ludman Corporation, Jalousie Div., P. O. Box 4541, Miami, Florida.

146. Masonite Presdwood Products — Six colorful and illustrative folders with information on the full Masonite line of sturdy hardboards. Also instructions for application. Masonite Corporation, 111 West Washington St., Chicago, Illinois.

148. Wood Preservatives. Illustrated literature, technical bulletins on application, newspaper advertising mats, counter display shipping cartons and price lists are available on PENTAchlorophenol wood preservatives. Wood-Treating Chemicals Company, 5137 Southwest Ave., St. Louis 10, Mo.

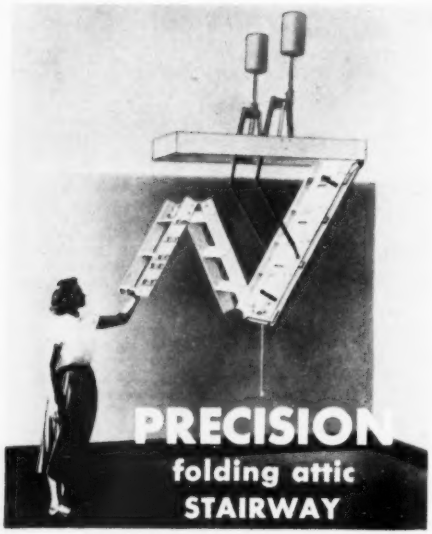
150. Ponderosa Pine. 72-uage book describes properties, uses and grades. Shows actual pictures of representative pieces in each grade. Lists recommended grades for various uses and standard manufactured sizes. Western Pine Association, Yeon Building, Portland 4, Oregon.

152. Louver Windows. Catalog sheets describe and show detailed sketches of Pro-Tect-U glass louver windows. It shows installation details in frame, brick veneer, and 8-inch masonry construction. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

154. Masonry finishes in colors. Color card for mineral coating that stops water and beautifies all masonry in a variety of colors and white. To-the-point color card gives coverage information for this water mix, easy to use, masonry finish. American STA-DRI Company, Brentwood, Maryland.

156. Andersen Windowalls—20-page unit catalog No. 531 describes and details new Andersen Flexivent Window Unit as well as three other Andersen Wood Window Units. Sizes, installation information. Andersen Corporation, Bayport, Minnesota.

No other STAIRWAY offers so much



5 exclusive features

1. Actuated by counterweights.
2. Operates on roller bearing which makes raising and lowering practically effortless.
3. Insulated door panel to prevent loss of heat to attic.
4. Full width safety treads.
5. Finest grade lumber and aluminum alloy construction. All parts secured by bolts and screws.

Easy to handle - - Easy to install. Shipped in 1 package assembled. Requires no attic space. No adjustments, no springs. Fits all ceilings from 7 feet to 9 feet 9 inches. (Runners graduated, all you do is measure from finished floor to finished ceiling and saw off runners at desired height.) Accepted by F.H.A. Listed in Sweets. Specified by leading architects. Sold by more than 12,000 dealers in U. S. A. and Canada.

Contact Precision Jobber for attractive prices.

PRECISION PARTS CORPORATION
400 North 1st St. Nashville 7, Tennessee

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: T. Arthur Holt, Marked Tree, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: W. F. Scarborough, Lumberton, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A Campbell. Tel. 74. President: Elbert Myers, Glasgow, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: J. Morton Myatt, Baton Rouge, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: F. E. Adams, Milledgeville, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Warren F. Keys, Marshall, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thames, Birmingham, Ala.

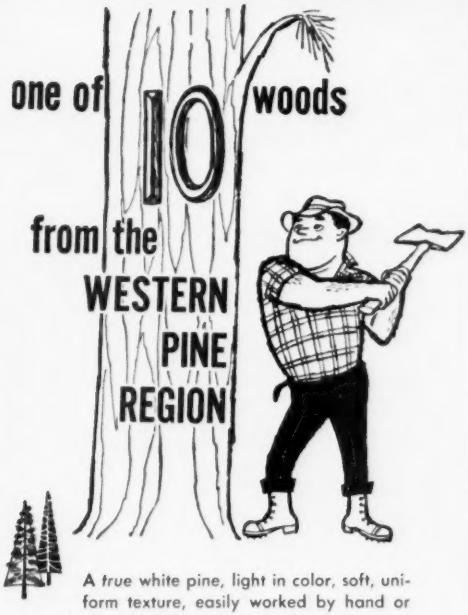
Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Henry H. Jones, Little Rock, Ark.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Maurice R. Large, Farmville.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

SUGAR PINE



A *true* white pine, light in color, soft, uniform texture, easily worked by hand or machine. Ideal for interior and exterior trim, paneling, sash, doors, siding, pattern and cabinetwork. Takes and holds paint, enamels, other finishes beautifully, and has a fine satiny sheen when left natural and waxed, or lightly stained.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE

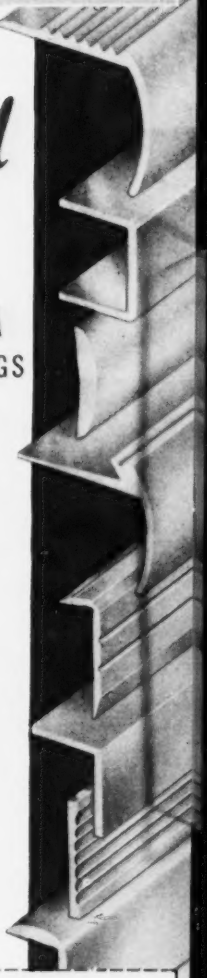
THE WESTERN PINE REGION

Write for free illustrated book about Sugar Pine. Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

the Engineered LINE

ALUMI-TRIM

EXTRUDED *Aluminum* MOLDINGS



Designed to match and engineered for the job ALUMI-TRIM's *mated* moldings introduce to Southern Industry a *new* and dependable source of distinctive decorative shapes and edges. Located in the heart of the South, overnight shipments from ALUMI-TRIM's large stocks of cataloged items serve Southern Industry in a matter of hours.
ALUMI-TRIM is Protected from factory to installation from scratches, cuts and abrasions by the *exclusive* Plastalum finish. This "protective" finish gives long life to the lustrous beauty of the molding and prevents "rubbing off" black. Without obligation to you let us tell you what ALUMI-TRIM *finished* Aluminum extrusions can do for you—Fill out and mail the coupon below.

3 Outstanding Finishes
VIVALUME • VELVALUME • LUSTERLUME

ALUMI-TRIM, INC.

ALUMI-TRIM, INC. **ROME, GEORGIA**

Gentlemen: Without obligation, please send me complete information on ALUMI-TRIM's line of *protected* Aluminum extrusions.

NAME_____ POSITION_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

in your Sunday best...and in concrete construction

... details make the difference!

Shoes that sparkle . . . the right necktie . . . maybe even a flower in your lapel! Yes, it's the little things that make you look like a million when you dress up in your Sunday suit. And all through the rest of the week, when you work with air entraining concrete, remember—here too, *it's the details that make the difference!*

Construction men know that differences in the type and gradation of the aggregate they use and even the temperature of the mix will result in differences in the amount of air entrained in concrete. It's also important to remember that even such a "small" detail as the condition of your mixer blades can cause marked variations in the air entraining capacity of your concrete. *Worn blades cause entrainment of less air than new blades . . .* Because all air entraining cement is a standardized product—manufactured to rigid Federal and ASTM specifications—provision for these important "little" details must come from you!

That's why, on jobs that call for air entraining concrete, you'll find it wise to add the *required* amount of any well known air entraining agent to regular portland cement at the mixer. Then you'll be *sure* of air entrained concrete that looks—and performs—"like a million"! Just remember, use air entraining cement only when you're sure . . . remember too—air entraining or regular portland, there's no better cement than Marquette.

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill. Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Marquette Cements

SHOW 'EM HOW TO USE THAT PORCH THIS WINTER

UALCO JALOUSIES

Cold weather is coming! Homeowners are being forced to leave their open porches—to give up that wonderful extra room. What an opportunity to sell them Ualco Jalousies to close their porches! It's big volume, full profit business—and we've got what you need to cash in: Ualco's exclusive, big, colorful, sales-making display.

This Display Sells The Entire Job

ORDER YOURS TODAY

UALCO JALOUSIE DEMONSTRATORS FOR YOUR SALESMEN

- Easy to Carry (has handle)
- Shows the features quicker
- Makes more sales

UNION ALUMINUM CO., INC.

Sheffield, Alabama

WORLD'S LARGEST MANUFACTURERS OF ALUMINUM CASEMENT WINDOWS

This sales tested display contains an actual Jalousie. Shows customers how the louvers operate—how they close weather tight to protect against winter's worst. (Tightest Jalousie made) . . . (Storm sash also available.) Helps customer visualize how they will look in his own home from the pictures of Jalousie installations.

How to get this powerful sales help: We bill you $19.25 (actual cost) for the display—but the entire $19.25 is DEDUCTED FROM YOUR INITIAL ORDERS.

SALES BUILDER KIT INCLUDED FREE: Contains newspaper mats, mail stuffers, radio spots, window banners, Television spots.

See Our Catalog in Sweets

TEAR OFF AND MAIL TODAY

UNION ALUMINUM CO., INC., Sheffield, Alabama SB8-10

Gentlemen:

☐ Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for $19.25. I understand the full $19.25 will be deducted from my initial orders. With my display I will also receive without charge complete "MAKE MORE ROOM" Salesbuilder Kit.

☐ Please send catalog, technical data, prices.

Name _____

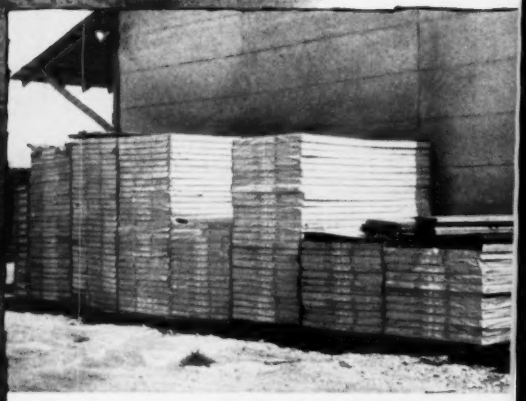
Address _____

City _____ State _____

Signed _____

Ualco U-AL-CO

"Easy to handle, easy we're sold



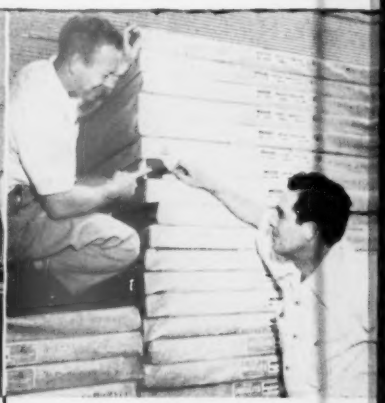
SAVES SHED SPACE. Save valuable shed space for products that *need* protection. Stack Insulite structural products outdoors . . . no need to worry about wind and rain. Integral asphalt treatment completely weatherproofs Insulite. Use it, store it anywhere in any weather.

JOHN STEELE, partner,
Steele Lumber Company,
Fort Worth, Texas

to sell, that's why on Insulite!"

"If you're after lower operating costs and fast turnover, we think you'll find these Insulite facts mighty interesting. We did; now sell about half a car a month and save handling costs on every order."

John Steele



EASY TO HANDLE. Securely packaged in easy to handle units, Insulite structural products save loading and unloading time . . . speed handling in the yard, expedite deliveries. Save space too . . . Shingle-Backer, for instance, requires 40% less space than wood under-course shingles.

BUILDER ACCEPTANCE. Customers stay sold on Insulite because it's clean and easy to handle, practically eliminates waste, speeds completions, cuts labor costs. Bildrite Sheathing, for example, reduces application time 30% or more . . . Insulite Shingle-Backer, as much as 50%.

SALES SERVICE. Your Insulite representative (like "Red" Elliott, left, with John Steele's partner, Titus Paulsel) will gladly work with you in developing profitable Insulite markets. For facts on how Insulite can become one of your most profitable lines, see your Insulite jobber or drop us a card.

INSULITE AND BILDRITE ARE REG. T.M. U.S. PAT. OFF.

It will pay you to sell

INSULITE

Made of hardy Northern wood

INSULITE DIVISION
Minnesota and Ontario Paper Company
Minneapolis 2, Minnesota

AT YOUR SOUTHERN SERVICE . . . TWO BRANCH WAREHOUSES IN THE SOUTH

We recognized in 1940 the growing South by opening a branch warehouse in Atlanta, Georgia. Now we have added another service unit in Hollywood, Florida.

From each of these branches you can have same day or 24 hour service on all sizes, shapes and kinds of metal mouldings, nosings, edgings, etc.

These warehouses have complete stocks of metal mouldings. They are in business to better serve the South. Phone, wire or address your inquiry or order to:

Hollywood, Fla. — 2334-2336 Hollywood Blvd.
Atlanta, Georgia — 363 W. Peachtree N. E.

These branches can also expedite inquiries for industrial and commercial aluminum extrusions.

In the South to Better Serve the South

SUPERIOR METAL MOULDINGS

YOUNGSTOWN MANUFACTURING, INC.

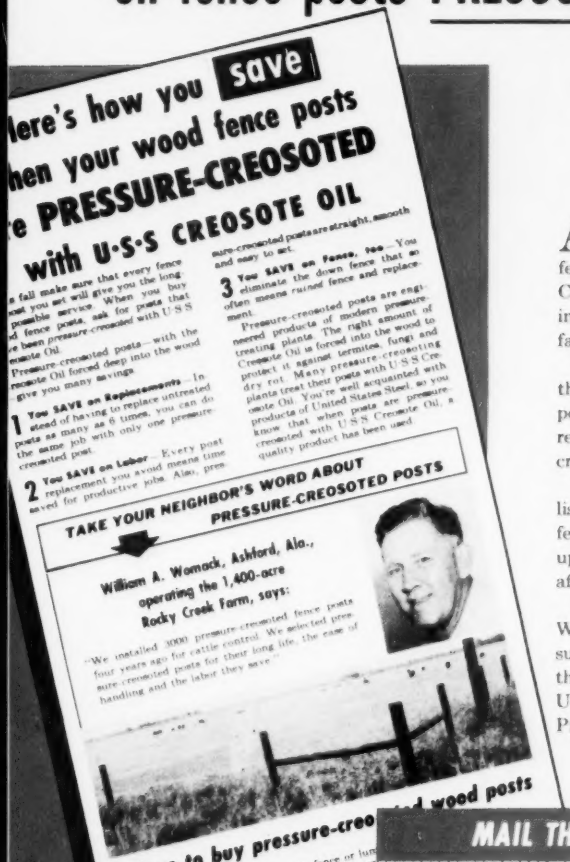
66-76 S. Prospect St. • Youngstown 6, Ohio

ATLANTA, GEORGIA
363 W. PEACHTREE N. E.

HOLLYWOOD, FLORIDA
2334-2336 HOLLYWOOD BLVD.

GET YOUR SHARE of the profitable business resulting from this hard-hitting advertising to farmers on fence posts PRESSURE-CREOSOTED with

U·S·S Creosote Oil



AGAIN this month, your rural customers will be reading about the savings they can realize when the wood fence posts they buy are pressure-creosoted with U·S·S Creosote Oil. Advertisements like this are now appearing in 11 different farm papers reaching more than 3 million farmers in 26 states.

They'll get the story straight from other farmers in their own vicinity who have used pressure-creosoted posts, for every advertisement in the series contains a report from a local farmer on his successful use of pressure-creosoted posts.

These advertisements direct farmers to business establishments like yours for their supply of pressure-creosoted fence posts. It's an opportunity you can't afford to pass up. For a minimum investment you can build a year-after-year business on pressure-creosoted posts.

It's not too late to cash in on this fall's fencing season. We'll be glad to put you in touch with a treater who can supply you with pressure-creosoted fence posts. Fill in the card below and mail it today; no stamp is necessary. United States Steel Company, 525 William Penn Place, Pittsburgh 30, Pennsylvania.

MAIL THIS CARD TODAY—NO STAMP NEEDED!

United States Steel Company
Room 2806-L, 525 William Penn Place
Pittsburgh 30, Pa.

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product.

Name .....

Address .....

City .....

State .....

Don't pass up this opportunity to build volume and profits in

PRESSURE-CREOSOTED FENCE POSTS

Return this card today!

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.&R.)
Pittsburgh, Pa.

BUSINESS REPLY CARD

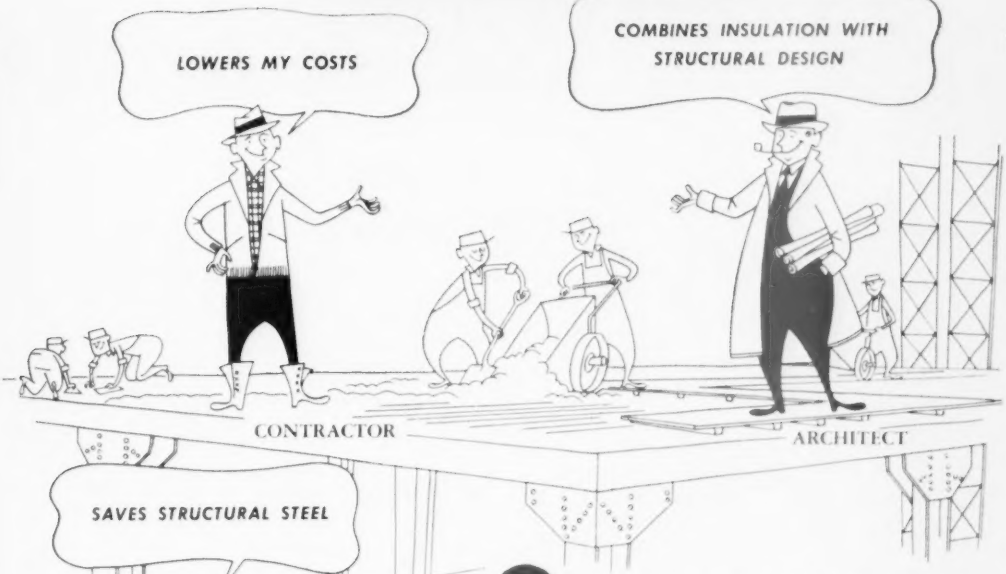
No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL
Room 2806-L, 525 William Penn Place
Pittsburgh 30, Pennsylvania

Here's why they buy

TENSULATE PERLITE



THEIR reasons are good. More and more architects, contractors and builders are specifying Tensulate Perlite concrete. One grade of this light-weight aggregate makes both plaster and concrete. Literature available upon request. Address Tennessee Products & Chemical Corporation, Dept. S10, First American National Bank Building, Nashville, Tennessee.

Also manufacturers of Tensulate Mineral Wool Insulation.

MAIL COUPON

TENNESSEE PRODUCTS & CHEMICAL CORPORATION
FIRST AMERICAN NATIONAL BANK BUILDING, NASHVILLE, TENNESSEE
Please send me more information about Tensulate Perlite

NAME _____ FIRM _____ STREET _____ CITY _____ ZONE _____ STATE _____

Profit-makers from
rarin'-n-ready to
MUSTANG
ASBESTOS ROOFING SHINGLES
Embossed with the charming grain of weathered wood, Mustang Shingles are strongly made of long fiber asbestos and Portland cement—will not burn, rot, corrode, warp or shrink. They're uniform in size and thickness, apply quickly, easily, at lower installation costs. Made in two beautiful styles: Dutchlap No. 31 16" x 16" and Dutchlap No. 26 42" x 24" in white and several beautiful colors. For profits this spring, order Mustang Asbestos Roofing Shingles today.
MUSTANG
ASBESTOS SIDING SHINGLES
Recommend Mustang Siding for new construction or re-siding. Designed for durability, Mustangs are made of two practically indestructible materials—asbestos and Portland cement. They're fire-resistant, rot-proof, shrink-proof, warp-proof—actually last a housetime. No maintenance necessary. The non-fading ceramic granules "stay-put" permanently—give lasting color that's easy to clean and keep clean. White and several beautiful colors available. Stock up now for a profitable spring season.
OTHER FAMOUS PRODUCTS
FROM THE HOUSE OF CAREY
Fire-Chex Asbestos-Plastic Shingles • Fire-Guard Rock Wool Insulation • Ceramo Siding
• Careysote Board • Miami-Carey Bathroom Cabinets, Accessories, Kitchen and Attic Ventilating Fans
• Other famous products for Home, Farm and Industry

the Mustang line

"Brand" you for profits this spring

More and more southern dealers are *stocking* and *pushing* these Mustang profit-makers. They know from past, profitable experience that the most wanted Mustang styles and colors are available for immediate delivery. They know this "rarin'-'n'-ready-to-sell" line is *competitively* priced to turn fast—allow really lush returns per dollar invested. And they're confident they're backing a brand that is widely and favorably known for quality, beauty and durability.

Why don't you ride the profit range this spring with Mustang? It pays!

Get the full story on the complete Mustang-Carey line from your Carey Representative right away. Or check and mail this coupon for further information today.

Have you heard the latest?

The products shown on these two pages are now backed by two famous names—Mustang and Carey. The Mustang brand, known for quality asbestos-cement roofing and siding throughout the South, recently joined the over 800 fine products of the House of Carey. Now you can order both Mustang and products manufactured by The Philip Carey Manufacturing Co. from your Carey Representative.

THESE FAMOUS CAREY PRODUCTS ARE NOW AVAILABLE THROUGH THE MUSTANG DIVISION OF CAREY

CAREY ROOF COATINGS

A complete line of fibrated and non-fibrated roof coatings for all types of roofs—the result of intensive research and over 79 years' experience.

CAREY FIRE-CHEX ASBESTOS-PLASTIC SHINGLES

First and only shingle ever rated Class A* by Underwriters' Laboratories—highest fire-protective rating attainable! And Fire-Chex resist blistering, warping, curling; defy powerful winds. They're made for application in gorgeous solid colors and new Shadow Blend Roof Designs, copyrighted as "works of art."

*(without asbestos underlayment)

CAREY DAMP-PROOFING MATERIALS

A complete line of high quality asphalt damp-proofing materials to fill every building and maintenance need. Tough, lasting coatings that positively lock out moisture. Easily applied with brush or trowel.

Mustang Division, The Philip Carey Manufacturing Co.
P. O. Box 1082, Houston, Texas

Gentlemen:

Please send me—without obligation—literature on the following subjects:

☐ Asbestos-Cement Siding ☐ Asbestos-Cement Roofing

☐ Carey Fire-Chex ☐ Asphalt Paints, ☐ Cements, ☐ Coatings

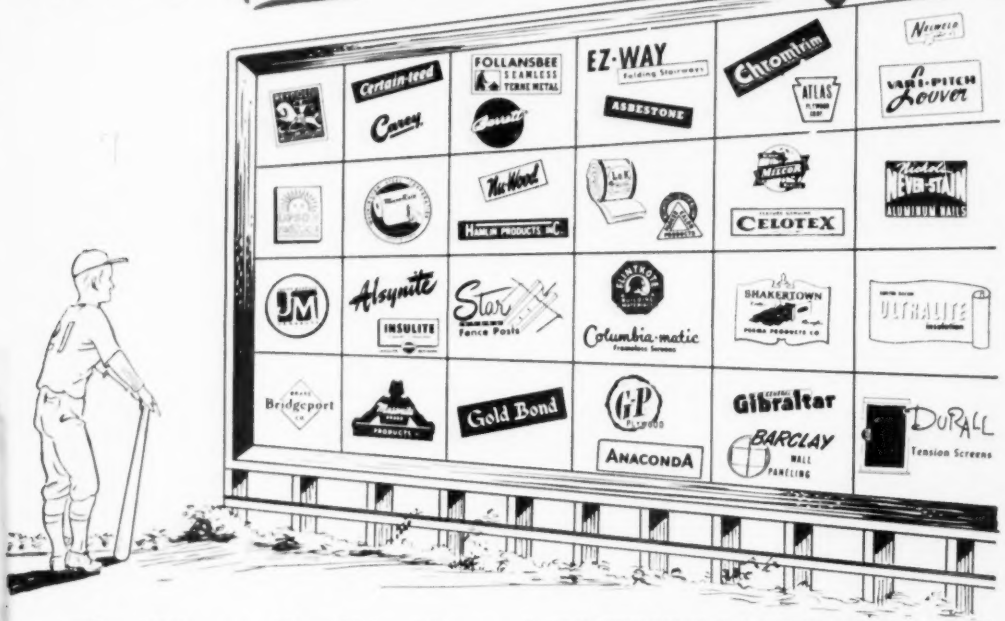
Name_____

Company_____

Address_____

City_____ Zone____ State____

How's Your Batting Average?



The SSIRCO Quality Line of DISTRIBUTED PRODUCTS

Leads the League— IN HITS: *MORE SALES* IN RUNS: *MORE PROFITS*

MAKE more *sales* hits, and knock in more *profit* runs, with the complete SSIRCO *quality* Line of Distributed PRODUCTS. There is a product for almost every building and repair need for the home, for the farm, and for industry. Each product is a *quality* product—nationally advertised . . . a well-known name. Each is easy to sell. Each is profitable to sell. The SSirco line increases *your batting* average in total volume of sales and in gross profit.

Besides, you can make the SSirco Warehouse nearest you *your stock room. Overnight Delivery* or *Drive-In Pickup* from one of the sixteen SSirco Warehouses strategically located throughout the South will keep you supplied—without a large inventory investment. That, too, means more profits for you.

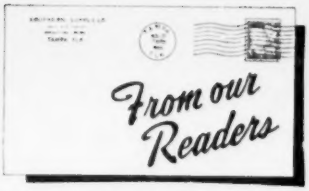
Write for Complete Details, Including Price List

SSIRCO

Manufacturers & Distributors

SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga. Atlanta, Ga. Albany, Ga. Augusta, Ga.
Tampa, Fla. Orlando, Fla. Miami, Fla. Jacksonville, Fla.
Birmingham, Ala. New Orleans, La. Nashville, Tenn. Memphis, Tenn.
Louisville, Ky. Columbia, S. C. Raleigh, N. C. Richmond, Va.



From **Jacksonville, Fla.,** C. M. McConnell, owner of the Security Construction and Supply Co.: "Your magazine is one of the finest of its kind."

From **Newton, Kan.,** Duke Lumber Co.: "Yours is a fine publication full of timely, helpful articles."

From **Washington, D. C.,** H. Vaughan Black, Building Products Merchandising Service: "S.B.S. fills a long-felt need in the light construction industry in the South. We look forward to each issue!"

From **Lakeland, Fla.,** Clyde McGinnes, McGinnes Lumber Co.: "Your magazine is performing outstanding service to retail lumber dealers in South."

From **Fredericksburg, Texas,** L. Bading, Temple Lumber Co.: "We like SOUTHERN BUILDING SUPPLIES because it deals more closely to our problems here in the South."

From **Sherman, Texas,** Compton Lumber Co.: "SOUTHERN BUILDING SUPPLIES is tops in its field."

From **Franklin, Tenn.,** E. M. Hills, Southall Lumber Co.: "Your fine publication enables us to keep up with latest improvements and methods."

From **Macon, Miss.,** E. F. Hardin, Jr., Macon Building and Supply Co.: "S.B.S. is one of the best!"

From **Raceland, La.,** Raceland Lumber Co.: "Your magazine provides up-to-date reading. Thanks."

From **Searcy, Ark.,** Wood-Freeman Lumber Co.: "It meets a need of all building material dealers."

From **Morgan City, La.,** O. Songe Lumber Yard: "S.B.S. is best for the South."

From **Miami, Fla.,** Bailey's Lumber Yard: "It is an excellent magazine which is enjoyable and helpful to all our organization. From four to six employees read each issue."

From **Elizabethtown, Ky.,** Jenkins-Essex Co., Inc.: "Your magazine is one of our best trade journals. You have made wonderful progress and we wish to congratulate you."

From **Brinkley, Ark.,** Brinkley Lumber Co.: "We want to congratulate you on your fine publication. It furnishes very good information."

From **Baxley, Ga.,** Cecil R. Miles and Sons: "One of the best magazines for our industry. Very interesting."

From **Rock Hill, S. C.,** J. C. Cauthen, Rock Hill Lumber Co., Inc.: "SOUTHERN BUILDING SUPPLIES is a very fine magazine."

From **Columbus, Ga.,** Fleming Lumber Co.: "All our employees read your magazine. It is very interesting and timely."

"PAIR IT WITH Penta"

EVERY TIME YOU SELL WOOD

EVERY TIME YOU SELL PAINT . .

Natural as ham and eggs! Every time you sell lumber, fence posts, plywood — sell Chapman DEEP-TREAT for protection against rot and termites.

Every time you sell Paint for wood —sell Chapman SEAL-TREAT for a longer lasting paint job.

Grab hold of this new selling opportunity! "Pair it with Penta" means TWO SALES—TWO PROFITS!

SEND FOR CHAPMAN'S

Profit Pulling Plan

COMPLETE SALES TESTED PLAN THAT DOES THE SELLING FOR YOU.

PLAN INCLUDES:

- *Sales Builder Kit (newspaper mats, radio spots, television spots, direct mail folders, window banners)*
- *Sales Training Program for your Salesmen*
- *Self-selling displays*
- *Complete Price Set up*

TEAR OFF—MAIL TODAY

- **DEEP-TREAT**
  GENERAL PURPOSE

All-round, low-cost product for use where surface is not to be painted soon. Stops rot—kills termites. Available in 55 gallon drums, 5 gallon cans, 1 gallon cans. Attractively lithographed. Ready-to-use or 1-10 concentrate.

- **SEAL-TREAT**
  PAINTABLE, WATER REPELLENT

Stops rot—kills termites—also produces paintable surface—controls warping, swelling, grain raising, end-checking. Recommended prime coat for paint. Ready-to-use in 55 gallon drums, 5 gallon cans, 1 gallon cans. Attractively lithographed.

CHAPMAN CHEMICAL COMPANY
Dermon Building SBS-10
Memphis, Tenn.

Please send me free Profit Pulling Plan.

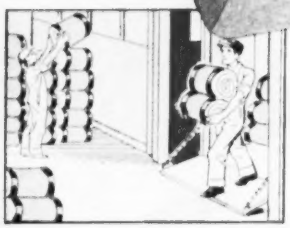
NAME.....

ADDRESS.....

CITY, STATE.....

Here's why you can make more money with Lo-K

It's Easier



TO WAREHOUSE

Lo-"K" is feather-light and easily compressed to one-fifth its normal size without losing its resilience. This saves shipping, storing and trucking space . . . and makes it extremely easy to handle. An adequate stock of Lo-"K" takes surprisingly little room.

TO SELL

Lo-"K" gives your customers more insulation per dollar, per foot and per pound . . . is a better buy, any way they look at it. More efficient, better, longer lasting. A few facts and figures quickly change insulation prospects into Lo-"K" customers.

TO INSTALL

Lo-"K" goes in easily, quickly. Rolls out like a blanket . . . fits any standard construction . . . has wide flanges for easy fastening. Light weight and non-irritating to the skin. Will not settle or sag. Fits easily into odd shaped places. Saves work, time and money.

INSULATION DIVISION

LOCKPORT COTTON BATTING CO.

ESTABLISHED 1870 • LOCKPORT, NEW YORK

NEW YORK OFFICE: 1407 BROADWAY

SELL THE *plus values* OF

FLINTKOTE INSULATION PRODUCTS

...and *catch the extra dollars coming in!*

BRIGHTEN UP any existing room . . . *in home, shop, store, bar, etc.* . . . with beautiful FLINTKOTE DECORATIVE INSULATION BOARD.

Smart colors and lovely textures are available to help cheer up drab surroundings, create individual, distinctive effects and add new insulating value.

HOLD HEAT where it belongs . . . *inside in winter, outside in summer* . . . with FLINTKOTE FIBERGLAS* INSULATING WOOL.

Recommend this popular product for both new and remodeling jobs. Home-owners will welcome the comfort and improved health conditions it promises for the entire family. Also, the promise of saving enough in fuel, in a few years, to pay back the original cost.

*TM Reg. U. S. Pat. Off.
Manufactured by Owens-Corning Fiberglas Corp.

BUILD DOUBLE COMFORT and fuel economy right into the walls . . . with FLINTKOTE INSULATION SHEATHING *outside* and FLINTKOTE INSULATION LATH *inside!*

Flintkote insulated walls make your houses structurally strong, more durable, tighter and quieter . . . cooler in summer, warmer in winter.

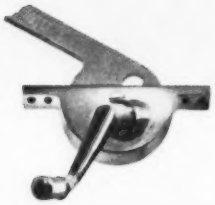
FLINTKOTE ... *the extra years of service cost no more!*

Get after your share of Flintkote Insulation Products dollars *now* . . . before winter comes. For all the details, write The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE BUILDING MATERIALS

THE FLINTKOTE COMPANY, *Building Materials Div.*, 30 Rockefeller Plaza, New York 20, N.Y.

Getty operators are found on more casement windows than all other operators combined



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Getty Operator 4706 A popular priced operator for metal casements. Precision made, externally geared, angle driven.

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H. S. GETTY & CO., Inc.

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Southern BUILDING SUPPLIES

October, 1952
Vol. 7 No. 10

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 13 SOUTHERN AND SOUTHWESTERN STATES

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Dealers Everywhere Report:

"FASTEST SELLING ITEMS WE EVER CARRIED*!"

Easy to Use
MIRACLE TUB-CAULK

Squeeze bright, white Tub-Caulk right out of the tube—like toothpaste. Dries in one hour to tight waterproof seal that won't shrink or crumble. Keeps its bright, white satin-smooth finish even after repeated use of harsh scouring powders. Your customers each will buy several tubes of Tub-Caulk to seal around bathtubs, to fill in cracks around shower stalls and to seal cracks between sinks and walls and between window or door frames.

Packaged in Colorful, Self-Selling Counter Display!

*One large retailer reports: "$12,816 Miracle Tub-Caulk sales in 30 days — Most successful promotion ever run!"

MIRACLE Black Magic ADHESIVE
BRAND
as described in Reader's Digest

The rugged waterproof adhesive for heavy duty jobs. Your customers will want Black Magic Adhesive to replace loose tiles in walls, floors or mantels, to fasten rubber strips, gaskets, and bumpers on car doors or refrigerators; and to attach furring strips directly to concrete or masonry walls with Miracle Anchor Nails.

Join the profit parade. Order stock today, and watch sales come fast and easy — and your profits roll in!

MIRACLE
ADHESIVES CORPORATION
214 E. 53rd Street, NEW YORK 22, N. Y.
Distributors Wanted in Canada and in Foreign Countries

NEW GATEWAY . . . . . FOR THE SOUTH* . . .

The dramatic new Chesapeake Bay Bridge is already stepping up traffic and trade, north and south. The thousands of vehicles passing overhead and streams of vessels steaming beneath tell a growing and confident story of trade and profits. . . . We are proud that Davis D/M Protective Finishes were used on this great span.

. . . And Still Another
PATH TO PROFITS!

Like a highway bridge drawing profitable commerce closer together, Davis of Baltimore also promotes better business through newer and finer products, improved production and quality control methods, more dynamic sales promotion and merchandising . . . all attuned to the common objectives, needs and benefits of Davis and Davis' exclusive dealers . . .

These dealers know the Davis Company. They know *Prim*, the popular one coat wall paint with "Fashion Appeal". They like Prim and they're watching Prim for even newer developments. . . . We invite you to watch Prim too.

Will it be quads? . . . Will it be triplets? . . . WILL IT BE TWINS?!!

DAVIS OF BALTIMORE

DAVIS OF BALTIMORE
PURE PAINT PRODUCTS

THE
H. B. DAVIS
COMPANY

1701 Bush and Severn Sts.
Baltimore 30, Md.
and
Savannah, Ga.

they'll stretch their homes and stretch your profits

WITH THIS REMODELING BOOK!

Put copies of this remodeling book on your counter. Watch them go like hot cakes—and then watch your remodeling profits go UP! Here's a book that will be grabbed—fast—by every family that needs more space for living—and here's why—

- Contains more than 30 practical remodeling ideas for making small homes larger
- Shows how to get more sleeping, living and storage space
- Contains simple "how-to-do-it" plans
- Builds your sale of Ponderosa Pine windows, doors and cabinets—flooring—roofing—insulation—siding—and many other items
- Sells YOU to the customer—large imprint space for your name and message

SEND FOR FREE SAMPLE COPY...

MAIL THE COUPON

Ponderosa Pine Woodwork
38 South Dearborn Street, Dept. VSB-10
Chicago 3, Illinois
Please send free sample copy *"Here's How to Stretch Your Home for Better Living."*

Name.....

Address.....

City.....Zone.....State.....

Ponderosa Pine
WOODWORK

Fitite

MERCHANDISING IS REALLY HOT!

We Help You Sell

Nobody knows better than we do that the dealer is entitled to sales helps when it comes to merchandising cedar shakes. And Fitite Shakes are backed by the finest array of eye-catching, space-saving displays and customer literature in the business.

Sample panels, color fans, window streamers, color-selector books, stain color folders, convention materials, newspaper mats—these are just a few of the sales stimulating materials we make available to Fitite Shake dealers. Get in on this plus value that comes *automatically* with your Fitite orders. Contact your distributor, or write to us direct. You'll get action!

WHOLESALERS ATTENTION: If you are interested in the sale and distribution of our quality line of pre-stained shakes, write immediately to:

Fitite SHAKES

COLONIAL CEDAR COMPANY, INC.
600 WEST NICKERSON STREET • SEATTLE 99, WASHINGTON

BALANCE SHEET

Listen — Read — Look — Talk — Argue — Think — then VOTE!

IS THE RIGHT to vote for our national leaders less appreciated by citizens of the United States than by the citizens of other democratic nations — the so-called "free" countries?

That's what the records of the last national elections in all indicate! Of the citizens eligible to vote in . . .

Australia, 96% voted in 1951.

Great Britain, 83% voted in 1951.

Sweden, 80% voted in 1950.

Western Germany, 75% voted in 1949.

Canada, 74% voted in 1949.

Israel, 72% voted in 1951.

But in the United States, in the 1948 national election for president, only 51% of the registered citizens made the effort to vote. In this crucial election year, surely Americans will exercise their franchise as forcefully as the English did in their 1951 riddance of Socialist party reign!

Since we Americans have only a dozen opportunities in our lifetime to vote in a presidential election, we should make the most of opportunity Tuesday, November 4. The way to make our vote count most is to judge the candidates by their stand on important issues. Undoubtedly the principal one for free-minded citizens this fall is Government Economy.

Uncle Sam is a most generous fellow. But he often is more generous than prudent, considering that all he can spend is our own tax money. He has taught us to depend more and more upon his support. His checks for salaries, pensions, and various benefits now go regularly to some 17 million persons.

Such big Government Spending leads to many complications. High taxes, for example. Our Federal government in about six years of Truman-Democratic administration has collected more taxes than all other administrations in our history combined.

Next, big government Spending leads to inflation — higher prices. The government pours out stupendous sums of money on national defense and foreign aid, but in so doing produces nothing that you and I can buy. In fact, heavy government purchases in some cases reduce, unnecessarily, the amount of goods which we normally could buy.

Excessive Government Spending also piles up national debt. Right now, the national debt amounts to almost $1,700 for every person in the United States!

Finally, big Government Spending invites corruption. Even if only 1/100th of 1 per cent of this year's total of Government Spending ($80 billion dollars) goes astray, the loot amounts to $8 million. Washington revelations suggest considerable more leakage than that just through unrealistic buying of certain military goods!

Among the "greater ideas of Western man" emphasized by the late John Dewey, American educator and philosopher, is the use and practice of democracy. "There has never been an autocrat, big or little," wrote Dewey, "who did not justify his conduct on the ground of the unfitness of his subjects to take part in government. What the argument for democracy implies is that the best way to produce initiative and constructive power is to exercise it. Power, as well as interest, comes by use and practice."

The principal purpose of this message is to stress the importance of the individual vote in the November 4 election. Vote as you Please; but Vote! Put yourself on record where it counts — on that ballot, behind that U. S.-Style curtain that means freedom for everyone to speak out frankly, equally!

October 24 Is Time for a UN Party!

BIRTHDAYS always call for celebrations . . . and especially for birthday gifts and greetings.

October 24 will be celebrated around the world as the seventh anniversary of the birth of the United Nations. This year your organization and community have the opportunity to help give United Nations Day a personal significance and spread its observance to millions of people.

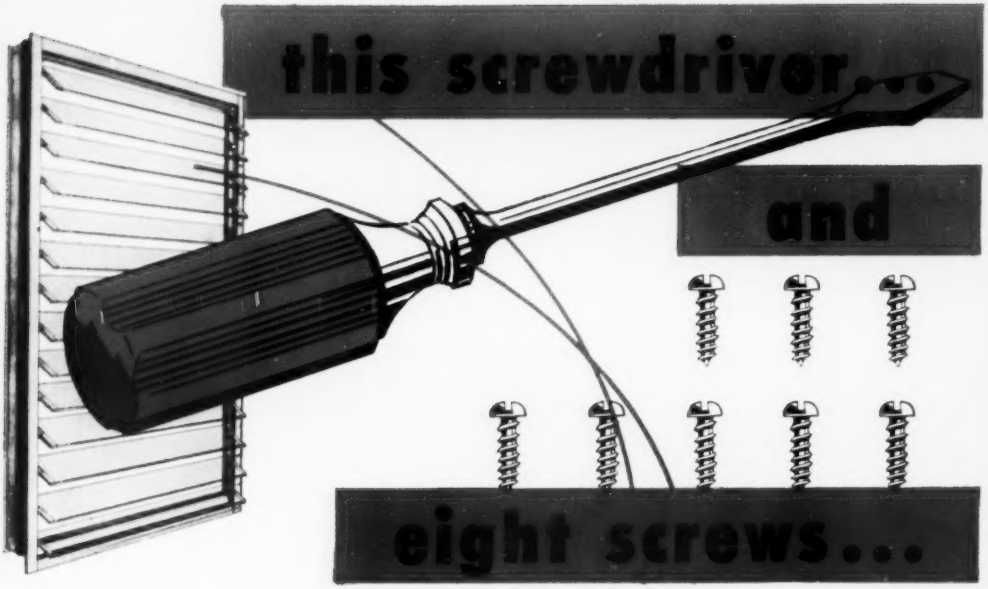
You can help this year in the birth of a tradition which can live and grow through the years and which can help speed the day when there will indeed be "peace on earth, good will toward all men." The National Citizens Committee for United Nations Day urges your community — and organization — to have a real UN birthday party, but with one or all of these worthy purposes:

1. To express your faith in UN by sending gifts and greetings to people in other countries.

2. To brush up on United Nations . . . what it is, what it's done; what you can do for world peace.

3. To entertain a foreign visitor and learn about people in other countries, their customs, their songs and ideas.

Best of all, you can do all three! Make plans right away to join other cities around the world in celebrating UN Day with tangible evidence that you join people everywhere in wanting peace and freedom.



A simple sawing operation in *minutes* makes special custom windows on the job eliminating unnecessary delay.

symbolize Pro-Tect-U jalousies' simplicity of assembly...just one of the outstanding features that make Pro-Tect-U the leader in its field. This simplicity can reduce your salesmen's equipment from a slide rule to an order book...resulting in more sales to more satisfied customers.

One hundred **KD** windows, size 24 (37"x 50⅝") can be stored in less than fifty cu. feet of shelf space.

PRO-TECT-U *The only Jalousie Window with equally distributed closing force throughout the entire height of the unit.*

PRO-TECT-U *The only Jalousie Window with hardware adjustment every fourth louver...and weatherproof vane ends by the use of interlocking metal parts. Inside screens are interchangeable with winter storm sash.*

PRO-TECT-U JALOUSIE CORPORATION
Dept. SB-10 Coral Gables, Fla.
Please send me complete details on a Pro-Tect-U dealership.

Name .....

Address .....

City ..... State .....

On the telephone, a good

T. P. bringeth in Business!

"**HIS FIRM** has the best telephone personalities of any building material yard in this city!" That's what a principal competitor declared as we awaited another dealer's arrival at a Hoo-Hoo board meeting—and nine other Cats immediately agreed. We further admitted that good handling of incoming telephone calls by his staff was a principal factor in the substantial growth of this dealership through lean years and thin.

T. P. stands for Telephone Personality. If you and your employees have it, good—then you're cementing steady customers and creating good-will with every well-handled call. Whether you're telephoning outside to a customer or supplier, or handling an incoming call.

On the telephone, your voice is YOU. Unless it's friendly, enthusiastic, helpful, considerate, it doesn't help your business enough. In many businesses poor telephone personality is the reason for poor business, or losses, or a half-hearted sort of success.

Survey after survey has shown that "indifference" is the big reason for 65 per cent of all business failures. And nowhere is a business more vulnerable to "indifference" than on the 'phone.

That's why it's so important that the ambitious, conscientious manager of any building-supply business take the time and do his utmost to train and counsel all employees in the effective use of the telephone. And that's why the dealer commended above always sees to it that every employe understands the value of exercising a good Telephone Personality.

Fortunately, the Bell Telephone companies throughout the land are tremendously willing and eager to help management to bring about the best use of telephones—at both the receiving and the calling ends of wired transactions. The local unit of the Bell Telephone system will provide you with helpful motion pictures and literature to turn your whole staff into a pleasant, productive Telephone Personality. One that makes it "a treat instead of a treatment" to have your cus-

What's Your Telephone Score?

For each "Yes", give yourself—4 points.
For each "Sometimes", give yourself—2 points.
Score for each "No"—0 points.

DO YOU?

	Yes	Some Times	No
1. Answer promptly			
2. Greet the caller pleasantly			
3. Identify yourself properly			
4. Speak in a natural tone			
5. Say "Thank you" and "You're Welcome"			
6. Explain waits			
7. Leave word where you're going			
8. Check the number			
9. Apologize for mistakes			
10. Keep a pad near			
11. Stay on the line			
12. Take the message			
13. Signal the PBX operator slowly			
14. Allow time to answer			
15. Ask if convenient to talk			
16. Help the PBX operator			
17. End the call properly			
18. Replace receiver gently			
19. Listen attentively			
20. Ask questions tactfully			
21. "Space" your calls			
22. Make your call brief			
23. Listen for the dial tone			
24. Keep the cord free of kinks			
25. Plan your conversation			
TOTAL			

Add up your total. If your score is 75 or better, you are on the right road to making friends by telephone.

tomers and suppliers deal with your personnel.

But before you start "working over" your employees about their "T. P." you had better check on your own and "get my house in good order!" So—before you put aside this issue of SOUTHERN BUILDING SUPPLIES; yes, right now—score yourself on the 25-point test furnished herewith. If you fall under a 75 score, you'd better resolve to "mend my ways."

Incidentally, your Bell telephone company has printed this test sheet on the last page of an instructive booklet entitled "How to Make Friends by Telephone." These 28-page booklets will be furnished for you to distribute to your telephone-hooked personnel.

Slipped over the cover of each booklet is a little folder, so you can personalize distribution to employees. A brief message printed on it, with a line for your personal signature, reads:

"I believe you will find this booklet on telephone courtesy interesting and instructive. The importance of our telephone personality in this business can not be over-emphasized. Please keep this copy at your desk and use these excellent suggestions. You will, I am confident, find them very helpful in your work."

With bold two-color drawings and brief text, the booklet presents each of the 25 points of good Telephone Personality that are covered in the test. These points are headlined:

"Answer the Telephone Promptly."

"Greet the Caller Pleasantly."

"Identify Yourself Properly." "Hello" and "Yes" tell the caller only that "someone" has answered the 'phone. So, be specific. For example, say "Jones Lumber Company, Mary Smith." Or: "The Lumber Number—Republic 2434. This is Bill Smith. May I help you?"

"Speak Directly into the Transmitter."

"Say, 'Thank You' and 'You're Welcome'."

"Explain Delays."

"Provide Coverage" when you are to be out of the office or away from your desk.

"Be Sure of the Number."

"Apologize for Mistakes."

"Keep a Pad (and pencil) Near."

"Stay on the Line" for long-distance calls, especially.

"Answer for Others."

"Signal the PBX Operator Slowly."

"Space Your Outgoing Calls" to keep from tying up trunklines.

When calling: "Be Brief"—"Listen for the Dial Tone before Dialing" — "Be Ready to Talk when the Called Person Answers"—"Ask If It's Convenient to Talk" — "Help the PBX Operator" — "Plan Long-Distance Call"—"Hang Up Gently."

"Who Should End the Call?" On local calls, allow the called party or the customer to hang up first.

A 25-minute-long sound, motion picture entitled "Telephone Courtesy" is available from Bell telephone companies for showing to your personnel. It shows and tells how a typical businessman finds lax telephone habits in his organization and then sets out to correct them by showing his employees how telephone courtesy pays "dividends" to the firm and its employees.

An effective program of "Telephone Courtesy" training for a dealer's staff might embrace distribution of another booklet entitled "The Voice with a Smile Wins" along with announcement of a meeting at which the movie will be shown; showing of the movie; then follow-up by distribution personally by the manager or department head of individual copies of the "How to Make Friends by Telephone" booklet, and a taking and gathering of the "Telephone Personality" test. Individual conferences with employees showing low score might be helpful.

Most Bell telephone companies can arrange to show "Telephone Courtesy" or another movie entitled "Thanks for Listening" to a dealer's staff upon about two weeks' notice. A 16 mm. sound movie projector and operator are necessary and, in most instances, will be furnished by the utility firm, together with desired literature.

Running 30 minutes the "Thanks for Listening" sound picture presents the experience of a businessman who gets off to a bad start at the office due to his bad telephone manners.

Then, in several amusing sequences, he assumes roles ranging from stock clerk to "boss" and begins to grasp the importance of good telephone usage.

Yes, a sure way to either boost your sales volume, profits, good-will, or employee morale, is to check into the telephone habits of all in a friendly effort to attain good Telephone Personality. And it's one of the most inexpensive ways you can improve any of these objectives!

Rental Equipment Serviced for Dealers

The Clarke Sanding Machine Co., Muskegon, Mich., now offers free inspection service to the more than 15,000 retail dealers that rent Clarke floor maintenance and polishing equipment to customers.

A fleet of trucks stocked with service equipment and parts makes on-the-spot calls to these dealers. The service helps dealers to assure customers that they are renting machines in perfect working order.

One of the most valuable employees a building material dealer (or any other merchant) can have is a good telephone receptionist. Over half the sales made by some lumber yards are made over the telephone. Employees who score high on the telephone test reproduced on previous page are worth more to their firms than those with poor Telephone Personalities.

Ten low-cost ways to STEP UP YOUR SALES

"**BOY! MORE ROOM** in this Geneva sink than in my ole bathtub!" This is a typical comment in an advertisement by Sawdust Bill, the quaint character that has become the identifying symbol of the Clinchfield Supply Company, Inc., in Kingsport, Tennessee.

This seven-year-old firm spends only about one per cent of gross sales for sales promotion. But at least 10 clever ideas have stretched this sum to win an exceptional amount of business and good-will for this small-city firm.

These include: the Sawdust Bill symbol, morning coffee for customers and employees, cooperative service with an independent roofing contractor, a free decorating service, discount for new Kingsport residents, newspapers for hospital patients, profitable fair booth, cooking school, radio spot announcements, and give-away novelties.

The owner and general manager, R. L. Peters, who majored in English at college, has always had a great interest in advertising and sales promotion ideas.

One of the first inexpensive publicity stunts used by the Clinchfield firm soon after it opened was to stage a contest for a character as its symbol. Randy Brown, a local artist, won with his drawing of Sawdust Bill, "the debonair bum." For the few dollars spent on this contest, the firm received double benefits in return —publicity for the contest itself and an introduction of Sawdust Bill to the public.

This figure soon took his place on the Clinchfield stationery, statements, "Paid" stamps, gift matches, and calendars. He appeared two feet high, cut from plywood, on the delivery trucks. On the back side of calling cards, he is pictured with this comment: "We sell materials, but our advice on any building or remodeling is free. Call 3740."

Then his witticisms (from the pen of Bob Peters) were introduced into the newspaper—at classified ad prices—under the head "Sawdust Bill Sez." With frequent references to good buys at Clinchfield's and the superiority of certain products, he commented on the weather, politics, women's clothes, and other topics of current interest that soon made readers look for the ad.

"We hardly realized how much attention he was getting until these ads stopped for awhile," asserted Curtis W. Thomas, the store manager. "Customers used to com-

S*B*S STAFF FOTOS

Curtis Thomas, above, store manager at the Clinchfield Supply Company, pours a cup of coffee in the model kitchen for a contractor-customer. At left, Mrs. Effa Wolfe helps a customer plan the color scheme for her living room. Versatile Mrs. Wolfe serves as decorator, saleswoman, paint mixer — and heads the paint and wallpaper department.

ment on the ads, but they really made a point of asking why Sawdust Bill Sez was stopped."

Finally—like the "Shmoos" in *Little Abner* and Sparkle Plenty in *Dick Tracy*—the copyrighted Sawdust Bill took a definite form. Artist Brown was called on to make Sawdust Bill dolls of plaster of paris as presents for the company's best contractors and other customers. Six inches high, the figure had red pants and tie, black shoes and coat, and a "deep pink" nose. The figures cost the company $5 a dozen, and over 200 were made.

A second inexpensive Clinchfield idea is the coffee hour. All personnel will tell you that customers are attracted to free coffee like bees to honey. Their morning coffee "hour," incidentally, is from 7:30 a.m. to 5:30 p.m.

Many contractors, especially, have formed the habit of dropping in early for coffee and the supplies they need for the job that day. And casual conversation over a coffee cup is an ideal time to introduce some new product or mention special "buys" for the week in a way that conceals the salesmanship angle. The informality of being able to reach for a cup of coffee between customers makes it a pleasanter place to work, too, one employee pointed out.

The cost to the company for serving coffee, including the sugar, cream, and paper cups, runs about $5 a week. This was stopped once for a short time last spring—until personnel could no longer stand the disappointment of friends who dropped in for the usual "coffee klatch."

It is served in the model kitchen. Cream is kept in the refrigerator, coffee heated on the stove, and sugar and cups kept in the cabinets.

A third clever merchandising idea now used by the Clinchfield firm is its cooperation with Fred Larkey, an independent roofing contractor. The company provides Larkey with headquarters and a desk of his own when he is in the store and helps him promote roofing jobs. He, in turn, uses Clinchfield materials and helps build up their joint reputation as re-roofing headquarters.

Fourth, when wallpaper was moving slowly and paint at only a medium pace about two years ago, Peters decided to offer a more personalized decorator service. This proved especially appropriate for a city of only 14,400 population, where local residents do not have easy access to interior decorators or large department stores for advice.

He hired Mrs. Effa Wolfe, a former housewife, who has a quiet dignity that inspires confidence in her ideas and an enthusiasm that inspires sales. Many women have come back to express thanks for her help and to let her know how their families are enjoying her good taste in decoration.

Part of the showroom was rearranged as a paint and wallpaper department, headed by Mrs. Wolfe. Rolls of wallpaper line the walls and can be pulled down like shades for display. Books of wallpaper samples are on the table where she sits with customers to plan color schemes for rooms—frequently with coffee cup in hand.

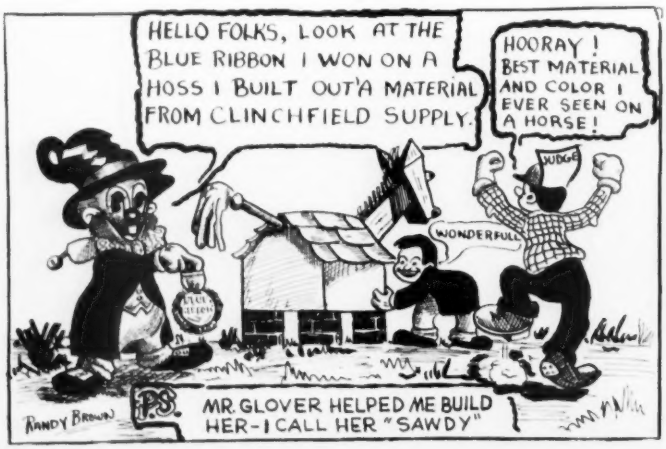
She attended the Gilman paint school to learn how to mix paints to match any shade. Proof of the fame of her ability to mix paints and coordinate color schemes is the fact that several developers of housing projects have asked her to decide all paint shades and decoration for their houses—and have bought all materials from her. Last year her department sold $18,000 in paints and $12,000 in wallpaper.

Peters reasons that any newcomer to Kingsport is a prospect for his business. Community Service, a local organization formed to help merchants, supplies a list of new Kingsport residents. His fifth good merchandising idea is to send all new families a personal, handnew families a personal, handwritten letter from Mrs. Wolfe, inviting them to the store and enclosing a card that offers a 10 per cent discount on a first purchase.

Here, again, is an opportunity to convince customers early of the fairness of the Clinchfield Supply Company. If a first purchase is only a can of paint, the sales clerk will suggest that the customer save the discount card for a larger purchase. And you can bet he goes to Clinchfield for the next major item he buys!

Sixth, the Clinchfield firm supplies newspapers to all patients in the local hospital. Most families have a member hospitalized at some time or another. These papers cost only a few cents each, but they create good-will among the patients and also the families and friends who visit them. A yellow sticker announces that the newspaper is furnished with "Compliments of the Clinchfield Supply

(*See* 10 SALES WAYS *page* 80)



"Sawdust Bill" — the "debonair bum"—has become a well-known personality to Kingsport residents. He appears in occasional ads like this one, with only a mild plug for Clinchfield products, in the newspaper. Its cartoon style assures wide attention. Note the clever way he mentions Mr. Glover, one of the Clinchfield personnel, to make him better known to the public.

S*B*S STAFF FOTOS

Translucent Plastic Panels

This Arkansas dealer sells hundreds of 'em to farmers for many new uses

Small samples don't do justice to these translucent plastic panels, according to the J. I. Porter Company—hence the large display seen above. Displays like that of asbestos siding and shingles, above right, inspire "impulse buying." All styles and colors are shown. Porter's remodeled building front is covered with asbestos siding. Aluminum trim emphasizes the unusual shape. Rice elevator, at right, is significant of the farming area.

RECORDS show that the J. I. Porter Company sells building materials to 80 per cent of the farmers in the Stuttgart, Arkansas, area—prosperous rice farmers who have money to spend for remodeling and for new construction of homes and farm buildings.

The recently-built modern show room features displays of many well-advertised brands, backed with ideas for utilization that induce the customer to buy.

One of the most recent materials to find great popularity among the farmers of this region is the translucent plastic panel, reinforced with fiber glass, in both corrugated and plain styles. When the Porter firm stocked this new item, its salesmen presumed the panels would be bought mostly for skylights and decorative purposes.

But when the farmers learned that the tough, translucent panels

(*See* TRANSLUCENT PANELS *page* 94)

Better Local Government

Gene Klein Heads It In Amarillo

By BARON CREAGER

A partner in the Star Lumber Company in Amarillo, Tex., Gene Klein is also that growing city's mayor. Above, he displays the booklet the city had published to show local residents how Amarillo's tax dollars were spent during the fiscal year of 1951. He contributes to Amarillo's municipal affairs the alertness and economy that marks good business administration.

AMONG SEVEN MEN on the platform, the big fellow with the pleasant features was identified in the program as "Honorable Gene Klein, Mayor, Amarillo." This was a top management forum conducted for dealers only during the 66th annual convention of the Lumbermen's Association of Texas.

In the forum and in the three days and nights of convention activities, Gene Klein probably devoted more thought and attention to the lumber and building supply business—and more time to association with lumbermen—than he does in a month as partner in the Star Lumber Company of Amarillo.

For although he does not take himself nor his "honorable" title seriously, he is conscientiously wrapped up in the responsibilities of mayor. He estimates that intrusions of municipal business leave him an average of two hours daily to devote to affairs of the Star Lumber Company.

He gets to the office in good time and starts the day as a lumber dealer. But invariably, at the end of that day, he realizes he is subject to call on all manner of matters and that he is more mayor than lumberman.

Gene Klein is proud of the efficiencies introduced into municipal government in Amarillo and will discuss them on the slightest provocation. In Amarillo, he explains, the municipal government devotes much attention to preventive maintenance.

"Take our waste disposal problem for example," he invites. "This is purely a utility service which we overhauled completely.

"A householder was paying 80 cents per barrel per week or $41.60 per year for waste disposal, based on the allocation of all city taxes. Now he pays $1.00 a month. We made somewhat comparable adjustments in the rate on places such as cafeterias, reducing their annual charges from $206.60 to $180.

"**Furthermore**, we doubled the pick-ups, increasing service actually 100 per cent, and absorbed 7,000 living units that were built in the past three years. We are now operating 32 trucks in this service at a cost of $351,000 per year, compared with the 14 trucks we operated in 1949 at a cost of $191,000. At the 1949 rate, twice as many trucks, or 28, would have cost $382,000.

"Although I don't know that there is a definite connection, this is what happened to our polio rate —it dropped from 13 cases in 1948 to just two in 1951."

Another department in which Amarillo applies preventive maintenance is streets. The street maintenance budget was increased by $75,000 on the theory that streets could be prevented from going to pieces, and could be prepared well, much cheaper than they can be replaced. "We save a lot of money by doing good, thorough street repair," Gene points out.

"Another policy that saves us money calls for paving all alleys in residential districts. Cost to the property owner is 80 cents per lineal foot, and the city absorbs another 80 cents.

"This not only makes for a cleaner city, but it does something else equally important. It cuts the cost of waste disposal by making it possible for trucks to operate in bad weather. And with paved alleys we avoid much wear and tear on trucks and equipment, and repair bills."

Klein referred to a conversation with the mayor of a big Southern city, in which the big city mayor confided that their income from parking meters was only about $30,000 a year. Amarillo, a much smaller community, has an income from the same source amounting to $60,000.

"The difference is that he doesn't

(*See* GENE KLEIN *page* 83)

CREATE A DEMAND FOR AGGREGATES

After convincing buyers of lightweight perlite's superiority over sand, this dealer sells 1,000 bags a month

THE NEXT TIME your sales volume needs a boost, try a special promotion of some slow-moving product.

J. W. Masters, Inc., of Fredericksburg, Virginia, literally created a market for lightweight plaster aggregate as a substitute for sand where there had been no market for it before. Three years ago the firm sold none of this material — its sales of perlite to plasterers, builders, contractors, and home-owners now reach a volume of two trailerloads a month!

"The people around here all used sand—a material that we never handled," explained Charles C. Garrison, general sales manager. "So, through personal contact we presented the transportation, economic, and labor selling points of plaster aggregates. Once plasterers and builders were introduced to it, they appreciated its value and our sales volume kept climbing."

J. W. Masters, Inc., introduced this aggregate to the vicinity by giving a few bags of it to plasterers and working out formulas for them.

The personnel pointed out that, unlike sand, it will not freeze in cold weather and keep them from working. It remains dry and workable. Because it's in a bag, no trail of dirt and grit is left as it is carried through a house—it can be mixed anywhere and still leave a clean job.

J. W. Masters salesmen also pointed out that perlite plaster aggregate is lighter in weight than sand and cuts down the amount of steel needed in construction. This saving proved an especially good sales point.

Another advantage is its acoustical value since it absorbs sound and makes for quieter homes. The company sold plaster aggregate for this reason to the University of Virginia for its music rooms and assembly halls. The high schools found it desirable for classrooms.

Plaster made with this aggregate withstands a higher degree of heat than ordinary plaster. This makes it a safer building material.

As a sturdy, resilient material, it is particularly favorable in the nearby residential area of Dahlgren, where there is a Navy proving ground testing high-velocity shells.

"The great vibration of air currents in this section is well known to residents," said Garrison, who sold his first bag of perlite to a home-owner in this section on this selling point. "This plaster aggregate has a tough resiliency that absorbs shocks and vibrations. It doesn't crack, break, or bend. The material is especially suited to wall surfacing for that reason."

After the sale of that first bag to a home-owner, demand for the material came from other home-owners.

"They find it quite satisfactory when driving nails into the wall to hang pictures or shelves," Garrison added. "It neither chips nor cracks."

Typical of some of the larger jobs for which J. W. Masters, Inc., has sold aggregate is a motor court. The builder used 1,500 bags.

"If a builder buys more perlite than he needs, he can return the surplus to us," Garrison asserted. "Excess sand is not returnable."

Tie-in sales resulting from plaster aggregate sales have been most satisfactory. These usually include cement aggregate used for the second and third floors of buildings because of its insulating and fireproofing value. The sale of fiber plaster, calcimine, and finish lime also is stimulated through aggregate sales.

J. W. Masters, Inc., started its plaster aggregate campaign by giving sample bags to plasterers and builders. Here, Sales Manager Charles C. Garrison helps a contractor who has been "back for more" ever since.

Among the lines that the Black Mountain Lumber Company has added to its stocks and displays due to popular demand since World War II are wall tiles, bathroom cabinets, floor tiles, and plastic-topped kitchen sink-cabinets.

This small-town dealer finds it pays to tab requests—and

SUPPLY WHAT THEY WANT!

IN A SMALL TOWN the lumber and building material dealer must meet the demand for new materials, supplies, and equipment for homes, barns, and other light construction—if he wants to maintain his sales volume or increase it profitably. So believes the general manager of the Black Mountain Lumber Company in the North Carolina resort by that name, and his firm's strong business position proves his conclusion.

This dealership, which has served the Black Mountain resort area 13 miles from Asheville for 44 years, has grown substantially since J. A. Dougherty took active charge of the business in 1936 as secretary-treasurer and general manager. In post-depression '36, the Black Mountain Lumber Company's sales totaled $73,000. Last year they reached $285,000. In 1952 Dougherty expects to pass the $300,000 mark.

This growth in business is not accidental. Nor is it entirely the result of "the seller's market" that followed World War II. It is due largely to Dougherty's determination to provide a "one-stop service for building materials and hard goods" for his community.

Black Mountain's municipal population is about 1,700, but the

For storm windows and doors, for covering doors and windows of poultry houses and livestock barns, residents in the mountain area find plastic reinforced material economical and easy to install. So, this dealer profitably installed the dispenser at left. Below, Secretary-Treasurer J. A. Dougherty helps a painter to select a pastel shade of wall paint at the "color gallery."

S*B*S STAFF FOTOS

Black Mountain Lumber Company serves a trading area of about 6,500—right up to Asheville's eastern city limits. A paint manufacturer's research has revealed that this firm sells more paints per capita than any other retail yard in the nation!

These paint sales—like those of the many other items sold by this dealer—resulted from Dougherty's continuous efforts to stock, display, advertise, and promote "the latest and best" in the widening field covered by a modern building material dealer.

Several of the main lines he merchandises in this manner are pictured on these pages. Dougherty has added new types and styles of materials as local inquiries sprang from their introduction through consumer magazines, newspapers, and over radio and television.

"**We make** written or mental notes of the different kinds of materials and supplies called for by strangers or newcomers, as well as by established customers among the home-owners and builders," Dougherty explained.

"After we have had 10 or more requests for a certain item, we investigate the brands and profit possibilities of those available. Where the demand and the handling prospects for an item look promising together, we stock a limited supply, display the commodity, and often advertise it.

"In this way, I suppose, our store has grown into a sort of Black Mountain headquarters for durable goods, if not a hard-goods department store. With most families engaged in building new homes or repairing and modernizing old ones, they have become

(*See* SUPPLY THEIR NEEDS *page* 83)

When popular demand assured this dealer that it would be profitable to add lines of garden and lawn equipment and housewares—with his wife to manage the department—he made the needed space by building a simple shed wing to his building. The multiple windows are "framed" with sump brick. Mrs. Dougherty, above, does the buying and most of selling. The corner parking lot accommodates 20 vehicles. Dealer Dougherty is seen below checking records with his bookkeeper-secretary, who finds the special desk and counter comfortable to use. It was built in the firm's own shop in which are made its profitable Dura-seal window units. This dealer hires a Negro woman to sweep the store every day and to pick up and dust each item once a week, as the photo on cover shows.

Greater Profits from MASONRY TOOLS

Workmen could buy tools cheaper elsewhere—but they buy from this dealer because he always has them on display

By BARON CREAGER

Practically any tool that a masonry worker or plasterer could want is found somewhere on this counter. Here Co-owner Robert M. Gorham, right, points out an advantage of a tool to a plasterer. The good mark-up on such tools makes this counter a real profit-builder, according to Gorham.

ONE PROMINENT display island abundantly stocked with tools required by cement contractors, stone masons, and plasterers—has demonstrated the power to pull business for the Gorham-Jones Lumber Company in Waco, Texas.

Now that the trade is aware that these tools are available, business in such lines is brisk and consistent, according to Robert M. Gorham, co-owner with Frank C. Jones.

"When a cement contractor or a plasterer needs tools or materials, it seems that he generally needs them right now," Gorham explained.

"All of these contractors could buy these tools and materials from the same point of distribution that supplies us. But they are in such a hurry for what they need that they welcome a handy source of supply.

"Then we draw business from out of town, too. There is much construction in suburban areas beyond this section of Waco, and the trade knows that tools and materials are available here without the delay of going to downtown Waco.

"These are profitable lines that I do not hesitate to recommend to other lumber dealers," Gorham continued, "because the mark-up is considerably more attractive than it is in many other lines handled."

The display island mentioned carries a continuous inventory of approximately $300 in trowels, chisels, curb and gutter tools, floats, plasterers' hawks, and related items.

Not on the display floor, but in stock, are such additional items as wheelbarrows for this type of work, mortar hose, cement coloring, expansion joints, reinforcing steel, and reinforcing mesh.

Attention-getting ads like this one—plus spot announcements on two Waco radio stations—account for about one-third of the flourishing garage-porch-room additions arranged by Gorham-Jones. Like this one for a garage, most ads stress a small monthly payment.

"More Profit in the Little Jobs"

SPECIAL PROMOTION of garages, screened porches, and extra rooms became the leading customer attraction at the Gorham-Jones Lumber Company, Waco, Texas, almost by accident. Now it provides about 60 per cent of the sales volume.

"We tried various kinds of promotions without much success," explained Co-owner Robert M. Gorham.

"To attract attention and to attempt to draw people to the store, we advertised various give-aways. The individual had to come in himself to receive a prize.

"That didn't produce such good results. So we tried price specials, with about the same lack of results again.

"In the meantime, we had started helping customers plan garages, new porches, and additional rooms. Advertising this service boosted our sales. We have just worked into that as a specialty and stuck with it," Gorham said.

He and his partner, Frank C. Jones, claim there are several advantages in specializing in work such as this. In their area, the competition is not so keen. There

(*See* LITTLE JOBS *page* 85)

"FIXIT Yourself SHOP"

sells more materials by providing friendly help

By JOSEPH LAWREN

IT ALL STARTED when the alert Lyons brothers, owners of Rieck and Fleece Builders Supply, Inc., the "builders' department store," read an article in *Time* magazine about the popularity of the "Do-It-Yourself" slogan sweeping the country. They decided to make use of this trend and started their "Fixit Yourself Shop" to serve residents of St. Petersburg, Florida.

After installation of the Fixit Yourself Shop in one corner of the display room, sales of power saws, sanders, drills, spray guns, and similar equipment multiplied.

The response of St. Petersburg residents to this free advice has really surprised Rieck and Fleece personnel. The Lyons brothers had assumed that the new service would result mostly in the sale of small amounts of lumber, hardware, and paint. But it has mostly brought into the store the home-owners who are determined to carry through such projects as remodeling a room or even adding a new room.

Most of the sales are large rather than small ones. The satisfied customers leave the store happy because their problems have been solved. Each tackles his project knowing there is a helping hand to guide him.

All over the United States thousands of couples are building or finishing their own homes. Others are remodeling their old ones. Partly their activity is another expression of the old American passion for working with their hands.

But mainly the build-it-yourself boom was born of economic necessity. As one lumber dealer put it, this trend stems from the fact that a $75-a-week bookkeeper can't buy the service of a $150-a-week carpenter.

Rieck and Fleece's Fixit Yourself Shop is located in the west end of the Central avenue showroom, next to the entrance doors. Trained personnel are always ready there to help with advice on such problems as how to utilize unused space; paint, repaint, and remove paint; apply wallpaper or wallboard; build a garage, breezeway, or extra room; put on a hinge; plan a game room or other project.

They advertised it by direct mail, by using two or three spot announcements a day, six days a week, on the radio, and by daily ads in local newspapers. They invited all would-be home handymen to their store for advice and help without charge.

Rieck and Fleece ads especially underscore the fact that personnel are eager to give advice before the fix-it-yourself man has gone wrong on his job. "Come to see us," they say, "before you start your job—not afterwards; for we are experts and our employees will give you every advice and assistance in planning your job." They make it especially clear that the company makes no charge for the service and that those who consult them are "under no obligation to buy anything."

This service, the Lyons brothers contend, is not competitive with the regular jobs of builders and contractors. It is designed to assist those home-owners who are wont to do their own work and do it well.

Rod Klein, the lumber department manager, and Hank McWhorter, the sales manager, are in

(*See* FIXIT SHOP *page* 84)

In the Fixit Yourself Shop, which occupies one corner of the Rieck and Fleece display room, a salesman gives detailed advice to a couple for installing acoustical tile. Writing up an order is the usual result of such a session. Salesmen have inspired confidence in some customers who never thought they could do certain jobs. "Fix that screen door!", "Patch that cement walk!", and similar ideas are suggested along the balcony wall of the fixit corner.

SUPPLY & DEMAND

SUSPENSION of Regulation X on light-construction mortgage credit on September 15 was greeted by most of the industry, but the unleashing of this restraint alone does not appear to be the answer to a husky pick-up in business. The Federal Reserve Board removed the control because housing starts for the months of June-July-August fell below the annual rate of 1,200,000, seasonally adjusted.

The action removed all credit controls on conventional loans for both residential and commercial construction. With one exception, FHA credit terms have returned to statutory limitations prior to the defense Regulation X. The big exception is that now the maximum FHA-insured loan for single-family dwellings is $14,000, instead of the former $16,000.

Now, no down-payment is required for houses priced at $7,000 or less, when the loan is VA-guaranteed. For houses costing between $7,000 and $8,400, a 4-percent down-payment is required. Houses costing more than $8,400 call for a down-payment of 5%.

SUPPLEMENTAL allocations of housing units for several "Critical Defense Housing Areas" in the Southland will provide a business boost for the dealers in those territories. They include the Biloxi-Gulfport-Ocean Springs-Pascagoula area in Mississippi, 300 more permanent units and 200 temporary units; Camp Stewart, Ga., 100 portable family dwellings; Fort Leonard, Mo., 220 portable family dwellings; camp Breckinridge, Ky., 280 of same; Camp Pickett, Va., 100 of same; Norfolk-Portsmouth, Va., 300 PTDs and 25 trailers; Kingsville, Tex., 50 trailers; and Camp Lejeune, N. C., 1,150 trailers.

CONSTRUCTION contracts let in the 37 states east of the Rockies during the eight months through August were 6% below the comparable '51 figure, according to F. W. Dodge reports. Residential activity was stronger than other categories, with a 4% improvement over the 1951 index.

According to the new Lumber Survey Committee, headed by John B. Veach, the lumber market continued to show a lack of strength during the second quarter of '52, but a pick-up in lumber demand for the balance of this year was indicated.

THE SOUTHERN PINE side of the lumber barometer recently has been healthier than lumber in general. For the week ending September 20, the National Lumber Trade Barometer showed new orders 8.5% below production; output 6.8% above '51, and new orders up 0.1%.

The Southern Pine trade barometer showed orders for the week 5.9% above production, and orders 8.8% above shipments. Production was up 2% over the comparable week last year. Prices, however, appear to be soft in most market areas, except for scarce grades and sizes.

"PRICE - PINCHED" dealers might find relief through the use of OPS Supplementary Regulation 120 to GCPR, which became effective September 26. It provides special methods for wholesalers and retailers to reflect inbound transportation-cost increases. The appendix reveals that a rate increase factor of 13% is provided—up to 12 cents per 100 pounds on lumber and 14 cents on millwork.

In other recent actions, the skeletonized OPS has exempted untreated poles, piling and fence posts, and wooden mine materials from price control; established specific ceiling prices for the pressure treatment of woods **west** of the 100th meridian; and ditto for untreated poles and piling produced **east** of the 100th meridian.

Retail lumber sales in July were 2% better than July '51, according to the NRLDA survey. Retail stocks, however, were 7% lower than a year before — and 17.9% less than the end of 1940.

Through July, the wholesale activity in lumber and building materials was 10% less than for part of 1951. But retail sales of the lumber - building - material - hardware group were off just 1%. The wholesale price index for lumber and wood products in August was 0.1% above July, but 1.6% under the August '51 figure.

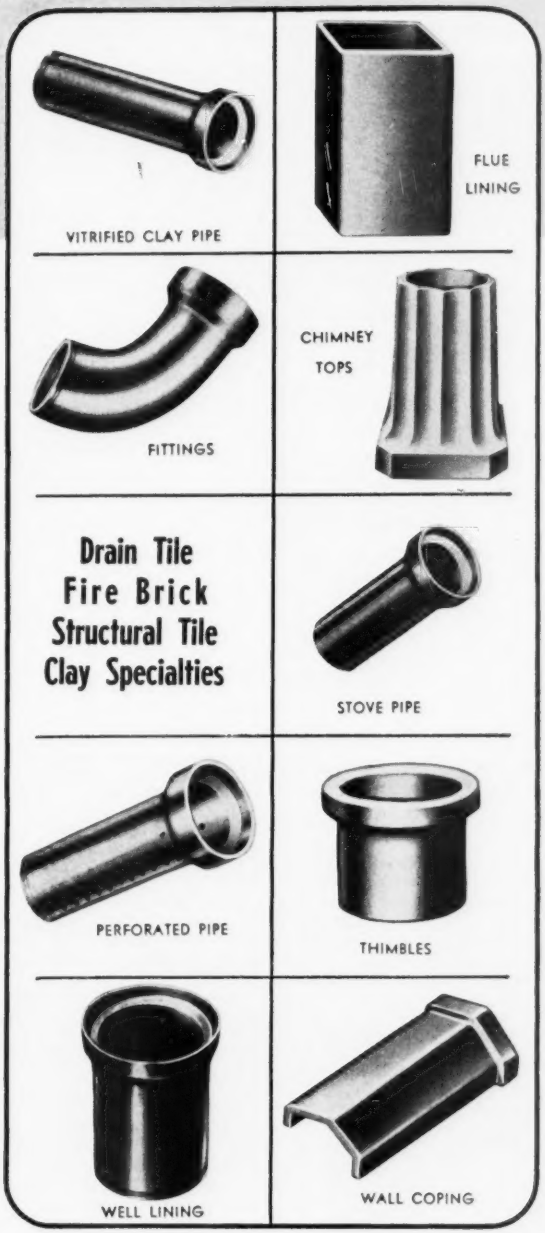
RANDOM LENGTHS - - -

A sawmill machinery exposition will be the major sideshow at the annual meeting of the Southern Pine Association in New Orleans, La., next April 8-10. Its purpose: "to help the lumber manufacturer in his mechanization progress."

Another reason why construction costs will not drop is the continual climb of **union wage scales** for construction workers. Between April and July, the scales rose 1.9% in 14 Southern states and D. C.

Teco trussed rafters have been used in building 14,596 housing units in 33 privately-financed apartment projects at U. S. military bases.

KEEP A BIG STOCK OF THESE *Vitrified* CLAY PRODUCTS



YOUR DEPENDABLE PROFIT LINE

OCONEE Clay Products are Dealer's products. You make money when you stock and sell OCONEE Clay Products. They NEVER wear out.

There is a clay pipe fitting for every use. There are structural specialties for every need — refractory brick, flues, prepared fire clay, wall coping. OCONEE makes them all. Everlasting — Economical.

OCONEE

Clay Products Company

MILLEDGEVILLE, GEORGIA

CLAY PIPE

CLAY PIPE NEVER WEARS OUT!

C-249-B

Memphis 'Boys Town' Has Woodwork Shop

thanks to

HOO-HOO

WOODWORKING TOOLS don't grow on trees. You don't have to be a lumber or building material dealer to understand that!

Quite aware of the fact is the Hoo-Hoo Club of Memphis, Tenn. With 85 members representing most of the lumber firms in the Memphis area, it has just completed a $10,000 project for a group of 50 deserving boys, age 6 to 18.

It's a new workshop, fully equipped with hand and power woodworking tools. Properly supervised, the shop is at Memphis' Boys Town—formerly known as Gailor Hall. It's a home for boys at 4093 Summer Avenue.

The shop project, begun in the early spring and completed in the early fall, is bringing the Hoo-Hoo Club a big pat on the back from Colonel Memphis.

Let Grady Harrison, manager of the Arkmo Lumber Co. and president of the Hoo-Hoo Club of Memphis, tell about the woodworking shop and the club's idea behind the project:

"It's just as natural for boys to want to build things out of wood as it is for girls to play with dolls," Harrison declares. "We want the boys at Memphis' Boys Town to have all the advantages—and the thrills—that come from a woodworking shop fully equipped and properly supervised.

"The woodworking shop has been approved by the entire club. It is a new fireproof building, of brick construction with a concrete floor, and is separate from the

(*See* WOODWORK SHOP *page* 73)

ON OUR COVER is a picture dramatizing the dedication of the $10,000 woodwork shop at the Memphis Boys Town. Left to right, the quartet includes Herman Apfel, Harry B. Wise, Earl Price, and J. O. E. Beck, Jr. Apfel is board chairman of Boys Town. Weiss is past supreme senior Hoo-Hoo of the international lumbermen's fraternity. Price is a 13-year-old member of Boys Town, gleeful over opportunities to use the shop. Beck is Boys Town president.

Top, a Boys Town staff member explains the combination jointer and tilting arbor saw to two youngsters, who will learn woodwork in the shop. The Hoo-Hoo Club will employ a full-time instructor to operate the shop.

Bottom, of brick construction with concrete base, the 25x50-foot shop building and the equipment cost the Hoo-Hoo Club $10,000. Three Memphis Hoo-Hoo leaders comprised the building committee for this project.

Seen at left, from left, they are Hoo-Hoo President Grady Harrison; Committee Chairman Max Pinkerton, and Secretary-Treasurer Jerry Sumrall.

R. E. ROMINE, *Builder*

441 DICKENS TErryhill 3-2660 KIRKWOOD 22, MO.

Detroit Steel Products Co.
4501 North Broadway
St. Louis 7, Missouri

Attention: Mr. J. E. McIlvaine

Gentlemen:

I believe your Fenestra steel casement windows set in the inside-outside steel trim fit into my building program both as to cost and design. For these reasons I have ordered them for the houses I am starting in my new subdivision to be known as Romine Acres.

In the residences I am now completing the installation labor has run between 10 and 20 man minutes per unit depending on the size of the window used. This is a substantial labor saving over the combined costs of setting and trimming other type windows.

The two and three light high units used as strip windows permit me to furnish a lot more wall space and at the same time provide more than adequate light and ventilation.

In my opinion your Fenestra Package Unit blends into the design of the modern medium priced home and greatly simplifies the builders' window problems.

Yours very truly,

R. E. Romine

R. E. Romine

There's plenty of PROFIT for you between these lines!

Installed in minutes! No trimming needed! Time, labor, and money saved!

There's profit in having builders talk like this about the things you sell. *Repeat profit.*

There's plenty of profit in the whole famous line of Fenestra* Residential Windows. Besides the Fenestra Ready-Trimmed Steel Window Units (available Super Hot-Dip Galvanized on special order) there are Galvanized Fenestra Basement and Utility Windows, Fenestra Steel Lintels, Fenestra Inside Metal Screens and Storm Sash. For "everything in windows for the home" call your Fenestra Representative today. Or write Detroit Steel Products Company, Dept. SBS-10, 3421 Griffin St., Detroit 11, Mich. *®

Fenestra READY-TRIMMED STEEL WINDOW UNITS

A complete package—Sash • Frame • Hardware • Inside Trim • Outside Trim

WASHINGTON NEWS ☆ ☆

ON THE SURFACE, here in the national capital, all is peace and quiet. Visitors to some of the dehydrated control agencies are welcomed with "love and kisses."

Yet, underneath it all, the political stew is steaming — and the bureaucrats have their fingers crossed. They hope neither a new administration nor a change in the Democratic Front will do away with the emergency rationalization for centralized nationalization.

It doesn't matter right now, here in Washington, whether building materials come under the eye of NPA's Facilities and Construction Bureau or the Textile, Leather, and Specialty Equipment Bureau —as witness this announcement in "Defense Production Record," official weekly bulletin of the defense production program as published by NPA in the U. S. Department of Commerce:

"Two industry divisions have been switched from their former bureaus, the National Production Authority has announced.

"The Building Materials Division, which handles regulations on building construction materials and previously was in the Facilities and Construction Bureau, has been transferred to the Textile, Leather, and Specialty Equipment Bureau.

"The Water Resources Division, which handles the regulations on water supply and sewage projects and was in the Textile, Leather and Specialty Equipment Bureau, has been transferred to the Facilities and Construction Bureau."

THAT MOMENTOUS action must have been due to major changes in personnel. Perhaps when Frank R. Creedon was appointed director of installations in the office of the Secretary of Defense, permitting Rufe B. Newman, Jr., to advance as acting assistant administrator for Facilities and Construction of the NPA.

Or maybe it was connected with the appointment of Richard A. McDonald as NPA administrator, successor to Henry H. Fowler, who now is director of the Office of Defense Mobilization. Anyway, you now know where to go if you have a building materials matter impinging on NPA regulations.

YOU MAY be able to do better by paying your salesmen now. For the Salary Stabilization Board has issued amendment 1 to GSSR-5, which provides for adjustments in commission earnings and commission rates. Permission is granted for you to increase commission pay from a fund equal to 15% of total commission payments made during 1950, making allowance for any increase or decrease in the number of employees in the commission group.

REGARDING controls, there are discernible indications here that many price, wage, and salary controls will be dropped before the year ends. Either because personnel is not provided to police enforcement, or because the administration can no longer justify them.

General Overriding Regulation 35, made effective on September 10 to authorize price increases to compensate partially for price rises granted on metals, will only cause turmoil among businessmen, U. S. Chamber of Commerce President Laurence F. Lee asserted. "This new OPS hallucination emphasizes once again that the only way to make price controls work is to abolish them completely."

On September 17 the Retail Industry Advisory Committee to OPS recommended to the OPS Lumber and Wood Products Branch immediate suspension of all price controls in this field.

IF THE GI home loan program is going to be a potent force in the housing economy for several more years, the VA set-up must be revamped, according to Alan Brockbank, president of the National Association of Home Builders.

The NAHB has made the following recommendations to implement the Teague report on VA Loan Guaranty program:

1. Set up a separate Loan Guaranty Division within the VA.

2. Abolish VA free appraisal and inspection system.

3. Use qualified "career" personel to appraise and inspect VA housing for loans.

4. Establish buyer procedures to protect buyer, builder, and mortgage lender equally.

5. Closer cooperation between the VA and builder associations on industry-wide matters.

Aids Businessmen

Clyde B. McGinnes, president of the McGinnes Lumber Co., Lakeland, Fla., has been appointed district chairman of the National Federation of Independent Business, Inc.

Printed ballots are sent out periodically by the federation to members, giving them an opportunity to vote for or against proposed Congressional legislation. The district chairman collects the ballots and forwards them to the congressman from his district.

It is designed to increase the small businessman's voice in government.

Goodyear to Manage Uranium-235 Plant

The Atomic Energy Commission has selected the Goodyear Tire and Rubber Co., Akron, Ohio, as operating contractor for its Uranium-235 production plant soon to be built in Pike county in southern Ohio.

Goodyear will be principal employer of a permanent working force of about 4,000 persons, when the plant is completed in about four years. The plant will cost $1,219,000,000.

Personnel already assigned to the plant by Goodyear include Albert J. Garcia, manager of operations; James A. Merrill, manager of the laboratories; D. H. Francis, manager of development engineering; George H. Reynolds, manager of production; W. A. Brown, staff engineering and maintenance; Hugh C. Hilliard, industrial relations; H. H. Kenny, finance; and I. S. Gharky, purchasing and materials.

They will work closely with Union Carbide and Carbon Corporation officials, operating contractors for the gaseous diffusion plants at Oak Ridge, Tenn., and Paducah, Ky.

New plant building of the Unistrut Corporation, Wayne, Michigan, where outside and inside walls, ceiling, and roof lining were built of ⅜" "Century" APAC asbestos-cement structural board.

"CENTURY" APAC asbestos-cement sheets slide into channels quickly and give lasting, economical walls and lining

The men in the picture above are using a unique method of fabricating a ceiling with ⅜" "Century" APAC: the strong, durable Asbestos-Cement Sheets are being secured in steel channels without the use of fasteners. As can be seen, the Unistrut Corporation building, inside and out, was erected this way, even to a lining under the built-up roof.

But, as you know, the conventional methods of applying economical "Century" APAC are also time- and labor-saving. The big sheets (standard 4′ x 8′) are easy to handle—go on any wall fast, and can be secured with screws or ring-fettered nails. Cutting and drilling on the job is a simple matter. And first cost is last, for "Century" APAC *never* needs painting though it takes standard paints well if plans call for decorative colors.

Add to these economy features the facts that "Century" APAC, a tough combination of mineral asbestos and portland cement, is fire and weather resistant . . . gives permanent protection against costly attacks by rats, termites and destructive insects.

Your customers are being told how "Century" APAC fits progressive design and construction like a glove. It's easy to sell them on using "Century" APAC Asbestos-Cement Sheets. Write for further information

K&M best in asbestos

Nature made Asbestos . . .

Keasbey & Mattison has made it serve mankind since 1873

KEASBEY & MATTISON

Company • Ambler • Pennsylvania

NEWS of the INDUSTRY

Predicts 840,000 New Houses Each Year

An average of at least 840,000 homes a year will be constructed in the United States during the next five years, it was estimated by Donald E. Ryan, vice-president in charge of the mortgage department of Investors Diversified Services, Inc., St. Louis, Mo., one of the nation's largest residential construction and mortgage lending institutions.

"The building of 4,000,000 new homes during the past three years has made a substantial dent in the record postwar demand for new housing," Ryan pointed out, "but several factors will continue to operate to keep demand at fairly high and stable levels for the next five years."

He emphasized that even if the total number of marriages declines, a substantially higher percentage of married couples will become home-owners than was the case eight to 12 years ago and before—because of increased ability to buy homes.

He also pointed out that shifts in the country's population through migrations to the West, South, and Southwest will create increasing demand for new homes in the areas affected by such movements.

Home-owning families now constitute about 58 per cent of the country's 46,000,000 households, Ryan pointed out, while 42 per cent of the nation's households rent dwelling units.

"It seems reasonable to assume that this ratio of 58% home-owners to 42% renters will continue among present families and newly-forming families during the next five years," he declared. "And if national income remains at present high levels, the percentage of home-owners should increase each year."

Ryan estimated that the bulk of demand for new homes will come from an estimated 850,000 new families which will be formed during each of the next five years. Not all of these new families will want or buy new homes, he pointed out. But the fact that there are only about 1,000,000 vacant year-round homes available for sale or rent, will tend to keep the new home-building and buying market active.

Ryan also predicted that development of demand for retirement housing may present both finance and the building industry with opportunities of as yet unrealized magnitude.

"Americans are living longer, healthier lives, and hence can enjoy living for many years after the normal retirement age of 65. Many married couples of retirement age will be planning and buying retirement homes specially suited to the needs of their later years."

FHA Invades Delaware

The desire to render better public service in processing an increased volume of FHA home-mortgage insured loans in the state of Delaware has caused the Federal Housing Administration to open a new insuring office there for the state.

Matthew Francis Judge is the state FHA director. Offices are in the Eckerd Building in Wilmington, Del. Judge formerly was vice-president of the Equitable Trust Co. there.

JOHN M. COATES is the new president of the Masonite Corp., wallboard manufacturers. He served as legal counsel for the corporation from 1939 until 1947, when he was made vice-president of operations. Eugene Holland, who resigned as president, continues with the company as a consultant.

Registration Swells for Management Clinic

More than 100 building material dealers and managers will attend the second annual Management Clinic at the University of Tennessee in Knoxville, November 11-15, according to the secretary-manager of the sponsoring group — the Tennessee Building Material Association.

Enrollment applications are already in for men from as widely scattered points as Cedar Falls, Iowa; Miami, Fla.; Hamilton Ontario; West Point, Va.; Albany, Ga., and Fort Worth, Tex., Bob Brownlee reports. Last year the enrollment was 70 for the first such training course for retail building-material management.

The faculty this year will include more experienced dealers, speaking on the topics in which they have succeeded, and more time will be allowed for "bull sessions," the Management Clinic schedule discloses.

Following registration Tuesday morning, November 11, the dean of the University of Tennessee's College of Business Administration, Dr. Frank B. Ward, will welcome the "students." A keynote address on "Responsibilities of Management" will be made by Arthur A. Hood, editor of *American Lumberman*.

That afternoon Raymond O. Crabtree, manager of the Crabtree Lumber Co. in Jacksonville, Fla., will discuss "Attracting New Customers." Then Sam Levy, of Jacob Levy and Brothers, Louisville, Ky., dealers, will speak on "Taking Sales Out of Competition."

Promptly at 3 p.m., buses will leave the Andrew Johnson Hotel for a Smoky Mountain sight-seeing trip and get-acquainted dinner at Gatlinburg, Tenn. Dealers' wives will be guests of the Tennessee Building Material Association for this affair.

The Wednesday program will begin with a lecture by the university's Professor C. E. Frischle on "Labor-Management Relations." Then a successful Denton, Md., dealer, Elias W. Nuttle, will discuss "Distribution Problems."

Professor M. L. Townsend will

NEW CURTIS *Woman-Styled* KITCHENS

give the housewife what she wants

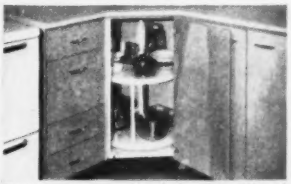
WHILE DEALER PROFITS ZOOM!

NEW BEAUTY

Smart, simple and streamlined, the new Curtis kitchens are available with birch drawer and door fronts—ready for popular natural finishes. Or, if desired, cabinets are shipped finish painted in white, ready for decoration in colors of the owner's choice.

Everybody knows that in the kitchen, woman is the boss. So here's the biggest profit news of the year for Curtis Woodwork dealers—a *complete new line* of Curtis wood kitchen cabinet units, styled and designed by women—tested by women—judged and approved by women! Thousands of women homemakers helped name the 53 big features which make the new Curtis kitchens so powerful in their appeal to women—and so powerful in building dealer sales. Below are just a few of the many new features which give today's women homemakers what they want and need in kitchens . . .

No waste space—swing shelves in wall and base units utilize entire storage area. Women will love this feature.



Front row storage—spin shelves in wall and floor corner units bring often-used utensils within easy reach.

Extra large metal bread and cake box, with sliding cover. Easy operating, non-sticking drawers, with hardwood runs.

Base "Island" unit with two pass-through drawers, large mixing board, pass-through shelf, space for large utensils.

No "scrambling"—sliding tray—Perma-Brite no-sag sliding wire shelf—deep shelf for roaster, and large utensils.

Full information
on the new Curtis kitchens is yours for the asking—write for it.

CURTIS COMPANIES SERVICE BUREAU
Clinton, Iowa
A Department of Curtis Companies Incorporated
Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
Lincoln, Nebr. • Topeka, Kan. • Minneapolis, Minn. • New London, Wis.

1866 CURTIS WOODWORK

cover "Fundamentals of Business Law" after lunch. Next, Robert H. Whitten, of Knoxville's Chavannes Lumber Co., will explain "Constructive Pricing of Special Millwork." After a speech by J. L. Wood, assistant treasurer of the Johns-Manville Corporation, on "Extending Credit Profitably," classes will be dismissed for the day.

Wednesday evening will be "Manufacturers' Night." Time will be allowed for the showing of movies and other activities of building material producers.

William C. Henry, U-T professor who heads the Cost of Doing Business Survey conducted for the Tennessee association each year, will kick off Thursday morning's session with a lecture on "Using Cost Figures Intelligently." Gerry F. Hoppe, Insulite sales promotion manager, will follow with a discussion, "Using Related Materials."

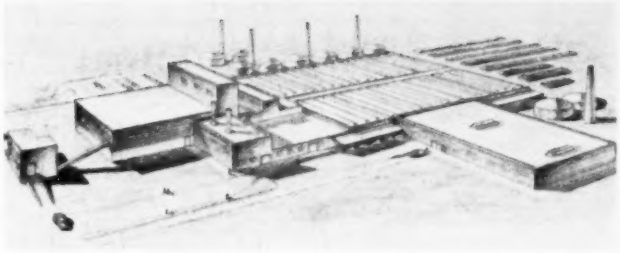
Following lunch Thursday, C. A. Williams, office manager of the Savannah (Ga.) Planing Mill Company, will tell how to make "Extra Profits through Inventory Control." The head of Knoxville's Builders Supply Co., Stuart Fonde will then take up "Profit Makers." This is promised to be a preview of part of the "Trade Secrets" exhibit to be featured at the National Homebuilders Show in Chicago next February.

At 3:30 Thursday afternoon, buses will leave the Andrew Johnson Hotel for a trip to Norris dam and dinner at the Norris tea room. Dealers' wives are invited.

Gates Ferguson. Celotex advertising director, will kick off Friday morning's program with a "Short Course in Advertising." This is planned as the headliner for many 1953 dealer conventions. Then a motion picture on "Material Handling and Storage" will be narrated in person by Jack Parshall, *Building Supply News* editor.

After lunch, U-T's Dr. E. O. Dille will explain "Why People Buy." Proven ways of "Personnel Training" will be described by Martin A. Hassinger, of the Bristol (Va.) Builders Supply Co. The vice-president of the Southern States Iron Roofing Co., Lee Bartholomew, will present "A Selling Plan that Will Make You Money."

At a banquet in the main ballroom of the Andrew Johnson Hotel Friday evening, certificates of "graduation" will be presented to those completing the course. Wives are invited.



DICKEY CLAY PIPE PLANT GOING UP IN MISS.

The W. S. Dickey Clay Manufacturing Company's $1,650,000 new clay sewer pipe plant now being constructed at Meridian, Miss., is seen in this architect's drawing. Raw clay will enter by truck at left and go by conveyor belt to storage bins. The pipe will be pressed and dried in the central area. Then it will be burned to glassy hardness in "beehive" periodic kilns clustered around the plant or in the tunnel kiln in the wing at right.

Campbell Heads NRLDA Standards Committee

Chairman of a new Standards Committee of the National Retail Lumber Dealers Association is Donald A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Association and a building supply dealer in Lebanon, Ky.

The other five members of the committee include Emmett Brown, Pontchartrain Lumber Co., Metairie, La.; Leslie G. Everitt, Long-Bell Lumber Co., Kansas City, Mo.; Ray W. Beil, Ray Beil Lumber Co., Spokane, Wash.; Homer Prakle, George H. Worch Lumber Co., Versailles, Ohio; and Chester Hubbell, C. T. Hubbell Lumber Corp., Albany, N. Y.

The appointments were made by NRLDA President Clyde B. Fulton, in carrying out the resolution adopted at the NRLDA board meeting in May, which reads:

"Agreed upon motion that the president should appoint a Standards Committee to which could be submitted industry problems in relation to any or all materials handled by the retail lumber dealer which would involve matters of grading, dryness, size, method of shipping, and general standards. It was agreed, as problems arose in this field involving commodities handled by the retail lumber dealer, that these problems are to be submitted to the Standards Committee for their action in establishing an industry viewpoint which could be discussed with standards groups representing the various manufacturers involved."

DISPLAY "OSCAR"

This "Oscar" will go to the building material dealer adjudged to have the best window, floor, or counter display entered in a second annual contest of the Building Material Exhibitors Association. Co-sponsors are state and regional dealer organizations. The winning dealer of each such organization will receive his bronze plaque at the annual convention. "Oscar" certificates will be awarded other dealers for honorable mention.

Contest for Painters

In a contest restricted to painters and decorators in the United States, the United States Plywood Corp. is offering five chances to win 21-inch television sets by writing a letter on the subject

"He's the biggest builder north of the Yukon now that...

EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

HAGER HINGES *®

"Why I Now Use Firzite and Satinlac."

Entries must be received no later than November 15.

Painting contractors who have not tried these two products can secure a $3.50 Firzite and Satinlac kit for only $1.00 by writing to the United States Plywood Corp., 55 West 44th Street, New York 36, N. Y. The kit contains a coupon that can be redeemed for $1.00 upon purchase of $10 or more of either Firzite or Satinlac.

Wallpaper Institute Attended by Over 100

More than 100 dealer personnel, decorators, and others attended the 1952 session of the National Wallpaper Training Institute at the University of Houston in Texas and saw experts demonstrate the selection of wallpaper patterns, proper sales technique, and how to hang wallpaper effectively.

Particular attention was given this year to demonstration in emphasizing what was presented in lecture sessions by outstanding men in the wallpaper industry, and to student participation.

A sales demonstration was led by last year's student committee. All students were divided into groups, with each group selecting a chairman. The groups then chose what they thought were the major problems in selling wallpaper and gave their interpretations of the best methods of handling the situations.

The student committee presented the "Don'ts of Selling Wallpaper."

Officers of the institute are president, G. E. Jarboe, R. C. Jarboe Co., Inc., Dallas; vice-president, Arthur Wood, Alamo Paint and Wallpaper Co., San Antonio; treasurer, Robert F. Hardy, Globe Mills of Texas Inc., Houston; executive advisor, James C. Taylor, University of Houston.

Directors are Guy E. Ragland, Southwestern Glass and Paint Co., Inc., Wichita Falls; Elmer H. Gates, James Bute Co., Houston; W. J. Hancock, W. J. Hancock Paint and Wallpaper Co., Fort Worth; and H. H. Menefee, Sherwin-Williams Co., Dallas.

The National Wallpaper Training Institute will meet on the University of Houston campus next year September 7-11.

Historical Pageant at Hardware Conference

The development and progress of the Independent Lock Co. and the Lockwood Hardware Manufacturing Co., from the establishment in 1834 of the forerunning Nashua Lock Co., was depicted in a colorful pageant for the sales staffs of the two firms in a six-day sales conference in Fitchburg, Mass., last month.

Written and directed by Lockwood's general sales manager and contract sales manager, Adon Brownell and George Wheatley, the pageant featured Ilco's sales manager, Bernard S. Falk, in the leading role. Many well-known figures in the hardware industry appeared in the tableau scenes, including Morris Falk, George Falk, Eli Goodstein, J. B. Reynolds, Lee Williams, R. N. Hicks, B. A. McCuen, and Lawrence Meyer.

Bernard Falk and Brownell analyzed the sales picture for the conferees.

Knox Host to PHMI

Members of the Prefabricated Home Manufacturers Institute will hold their annual meeting at the Bon Air Hotel in Augusta, Ga., site of hundreds of homes prefabricated by the Knox Corporation in Thomson, Ga., November 10-12.

The latter firm, the only Southeastern member of the trade organization, will be hosts to the PHMI members. Knox officials will guide them on a tour of Augusta area prefabbed housing projects, and show them through their modern prefabrication plant in Thomson.

J. R. NICHOLSON is now manager of glass block sales for the Pittsburgh Corning Corp. He joined the company in 1949 as a field representative and until recently was manager of glass-block distributor sales.

Louisiana Reforestation

The goal of forest-minded men in the Pelican state is complete reforestation in 15 years, retiring President C. H. Jeter, of Shreveport, told members of the Louisiana Forestry Association at their annual meeting in Alexandria on September 21.

Succeeding Jeter as president is R. H. Crosby, Jr., of DeRidder. Other new officers are John W. O'Boyle, Dallas, first vice-president; Paul Garrison, Bogalusa, second vice-president; A. J. Ensminger, Wisner, third vice-president, and T. E. Triggs, treasurer.

Small Timbers Now Have "Stress Grades"

A basis has been provided under Southern pine grading rules for the stress-grading of No. 2 small timbers, utility timbers, and heavy joists, according to A. S. Boisfontaine, secretary-manager of the Southern Pine Inspection Bureau.

A new special grade of No. 2 1050F has been established which is applicable to all sizes three inches and thicker. If specified to be dense or longleaf, the new grade is entitled to higher stress ratings and is designated as No. 2 Dense 1200F or No. 2 Longleaf 1200F.

These special provisions are set forth in Supplement No. 3 to the 1948 Standard Grading Rules for Southern Pine lumber, which became effective September 1.

"While the present grade of No. 2 small timbers has been in effect for a long time and has satisfactorily served many purposes," Boisfontaine explained, "there has recently been a demand in small timbers, as well as utility timbers and heavy joists, for a quality somewhat better than that afforded by the No. 2 rule.

"After studying this problem, our board of governors decided that it would not be advisable at this time to revise the No. 2 grade and that it would be preferable to include special provisions in the rules under which a better quality of No. 2 in all sizes 3 inches and thicker could be specified."

HERE'S A *new* DECORATIVE PANELING TO STEP UP YOUR PLYWOOD SALES

It's WEDGEWOOD

STARRING 3 GREAT SELLING FEATURES

1. TEXTURE Exciting new beauty . . . specially processed to *highlight* natural growth characteristics, bringing the feathery grain into textured relief.

2. COLOR Lends itself to a wide range of easy-to-apply color effects and combinations when painted. Resin-sealed at factory. Rich texture gives smart two-toned effects.

3. LOW COST WedgeWood is priced far lower than any other decorative wood paneling . . . within reach of all your customers. It's priced to sell fast.

WEDGEWOOD has everything your customers want in a real wood paneling. Thousands have acclaimed WedgeWood's unusual and distinctive beauty at home shows. Don't fail to stock it and display it. Call your G-P warehouse and start building your profits with Georgia-Pacific's new WedgeWood decorative paneling.

GEORGIA—PACIFIC
PLYWOOD COMPANY

SOUTHERN FINANCE BUILDING
AUGUSTA, GEORGIA
Call 2-8383

SPA Announces Executive Promotions

H. C. Berckes, who has served the Southern Pine Association, New Orleans, for 38 years and as secretary-manager during the last 30, was elevated to the position of executive vice-president by the directors last month.

His assistant, S. P. Deas, was promoted to secretary. Deas joined the staff in 1924 and became assistant secretary-manager 10 years ago. His former position has been filled by F. J. Hallaron, who boasts 29 years of service with SPA.

P. C. Gaffney, who joined the staff in 1927, is now assistant secretary of the SPA Industry Committee. He continues his former duties as manager of the Labor Information Service Department.

C. E. Anderson, who has worked in trade promotion work in Washington, now has active charge of the Washington office. O. O. Bright, who held this position for 14 years, continues to reside in Washington and acts as an advisor.

"These changes are designed to strengthen the internal organization to better serve the needs of a growing and permanent industry," Berckes announced.

PERSONNEL PARADE

MARTIN-SENOUR CO.: *Alex C. Furtwangler* is now merchandising manager of this Chicago paint manufacturing company. He is responsible for dealer and distributor promotion plans, convention activities, and tie-in advertising.

PITTSBURGH PLATE GLASS CO.: *Richard P. Bell* recently was appointed assistant general paint manager for the merchandising division. For the past six years, he has been paint sales manager at the Pittsburgh warehouse.

NEW YORK WIRE CLOTH CO.: *Robert P. Turner, Jr.*, is now vice-president in charge of manufacturing. His headquarters are at the York, Pa., plants. The company has increased its board of directors from three to seven, adding *Stuart M. Jones, William J. Price, Alonzo G. Decker, Jr.*, and Turner.

ATLANTIC STEEL CO.: *R. E. O'Neill* has been advanced to post of assistant general sales manager. He joined the company 19 years ago, serving in various operating and sales capacities. *G. O. Stevenson* has joined the firm as manager of the rolled products sales division. He joined Atlantic five years ago, having formerly served Republic Steel Corp.

TEXAS FORESTRY ASSN.: *Bruce F. Stewart* is the new executive secretary. He replaced *L. L. Bishop*, who resigned August 31 to enter forest consultation work in Houston. Stewart formerly was forester and general manager of the Independent Pulpwood Producers, Inc., a non-profit corporation.

NATIONAL LUMBER MANUFACTURERS ASSN.: *John Druckenbrod* has joined the NLMA public relations department as editor of publications. He formerly worked with the Washington bureau of International News Service and wrote a column for the trade press.

MARQUETTE CEMENT MANUFACTURING CO.: *Alvin W. Hicks* has been promoted from sales manager of the St. Louis office to the newly-created post of assistant director of sales for Marquette and its subsidiaries. He now works directly under Vice-President S. L. Cribari in the Chicago office. His successor in the St. Louis office is *M. N. Quint*, who assisted Hicks for five years.

OSBORNE W. TRAYLOR has joined the Marquette Cement Manufacturing Co. as service engineer for the Mississippi - Arkansas - Louisiana area, served by the Jackson sales office. He has been associated with the Mississippi Testing Laboratories for the last 10 years and is considered an expert in uses of concrete.

CHARLES V. MOLESWORTH is now vice-president in charge of sales for the Atlas Plywood Corp. He formerly was associated with two hat manufacturing firms and with the rubber industry.

PORTLAND CEMENT ASSN.: *Carl A. Menzel* has been promoted from manager of the Housing and Cement Products Bureau to a consultant on concrete technical problems. In 1951 he won the annual award of the Concrete Reinforcing Steel Institute. He also received the Dudley Medal of the American Society for Testing Materials and the Wason Medal of the American Concrete Institute. *S. H. Westby* succeeded him in the bureau post.

CARBORUNDUM CO.: *Fred W. Scott, Jr.*, has been made manager of the newly-established merchandising sales division. He will direct personnel, inventories, advertising and promotion, and sales for this division.

AMERICAN MACHINE FOUNDRY CO.: *Matthew S. Stolarz* has resumed his duties as supervisor of sales of DeWalt products. He was recalled for active duty with the U. S. Marines during the past year and was released as a captain.

Perfectly Suited to Today's American Home

NEW, Thrif-T RANCH TYPE TRIM

CASING
1¼" x 2¼"

WINDOW & DOOR STOP — 1¼" wide

- Casings mitre cut with Screw-Tite joints.
- Casings bored for screws — screws furnished.
- Stool and apron returned.
- Stops mitred.
- Smooth fine lines.
- Carton Packed — (Window and Door trim one side to carton)
- Ponderosa Pine — Nails without splitting.
- Made for Thrif-T Units.

STOOL ¾" x 2½" Full

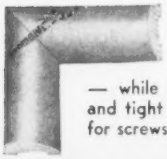
APRON 9/16" x 2¼"

MULLION CASING 1⅝" wide

BASE
3¼" wide

Base fits against casing — No blocks required on door trim.

SHOE
7/16" x 9/16"



SCREW-TITE MITRED JOINTS SAVE TIME

— while insuring accurate and tight fit. Casings bored for screws—screws furnished

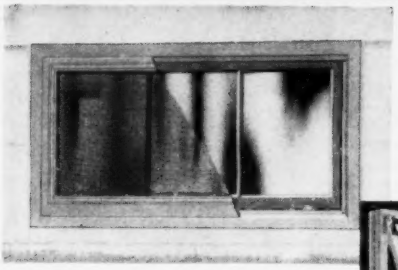
Thrif-T DISAPPEARING STAIRS

- Furnished one size* — Takes care of 95% of jobs.
- Easy, time-saving installation.
- Generous size admits bulky furniture.
- Nothing to get out of order.
- ALL HARDWARE INCLUDED.

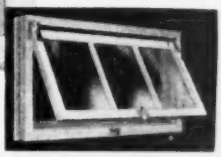
Makes otherwise wasted attic space fully useful for safe, dry, clean storage.

*Ceiling Opening 2'-4" x 5'-6" (for 8'-0" or 9'-0" ceilings)

A More-for-the-Money FAVORITE



Thrif-T BASEMENT UNIT



- Set up — completely weatherstripped — sash and screen installed — all hardware applied — READY TO PLACE IN WALL.
- Sash Glazed, screen wired, anchor stripped for secure setting in wall.
- Made to set between blocks, NO CUTTING OF BLOCKS NECESSARY.
- TREATED FOR LONG SERVICE LIFE.

No. 960-R CORNER CHINA CASE

Early American Design

at its Charming Best

This delightful Corner China Case combines fine craftsmanship with master designing to achieve utility, beauty and distinction.

- Furnished 2'-11" wide, 7'-4½" high — COMPLETE WITH ALL HARDWARE.
- Semi-assembled, carton packed.

Other Thrif-T WOODWORK for the HOME

RANCHO DECORATOR DOORS • Thrif-T WINDOW UNITS • Thrif-T SINGLE and TWIN CASEMENT UNITS

Thrif-T PICTURE WINDOW UNITS • Thrif-T RIBBON UNITS • "4 in 1" ENTRANCE FRAME

"10 in 1" ENTRANCE FRAME • No. 1332 ATTIC LOUVRE • MT. VERNON MANTEL

Thrif-T "8 in 1" MANTEL • E-Z-UP OVERHEAD GARAGE DOOR UNITS (8-0 and 9-0 Openings) • Thrif-T WARDROBE

QUALITY and BEAUTY at an ATTRACTIVE PRICE

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Thrif-T WOODWORK for the HOME

Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

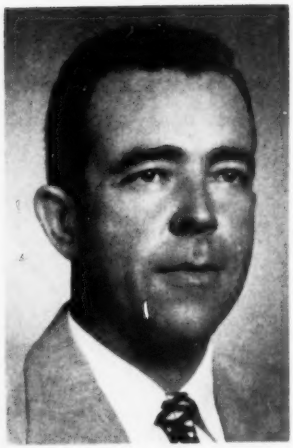
Write for Name of NEAREST JOBBER

CAMERON PROMOTIONS

The death on August 29 of G. H. Zimmerman, chairman of the board and president of William Cameron and Co., far-flung Texas lumber wood products manufacturers, wholesalers, and retailers, resulted in promotions for the men shown below and also for two others. E. Y. Boynton, formerly vice-president, now is chairman of the board. Vice-President James W. Collins has been made a member of it.

F. R. WEDDINGTON, above, is the new Cameron president. Since May, 1951, he had been vice-president in charge of wholesale and manufacturing operations. He joined Cameron in 1919. He is past-president of the American Wood Window Institute.

COLEMAN DEVER, above, is now the general manager of the wholesale division, succeeding Weddington. Since May '51, Dever had been sales manager of this division.



J. R. (BOB) BYFORD, above, is the new sales manager of the Cameron wholesale division. He had been products manager since March '51. He started with the firm in 1936, unloading glass at the Ideal factory in Waco.

Producers Council to Push New Materials

THE PRODUCERS COUNCIL, national organization of building products manufacturers, will direct its major attention during the next year to giving factual information about the proper uses of new and improved building materials to other branches of the construction industry, according to Elliott C. Spratt, the council's newly-elected president.

"The aim of the program is to help reduce the cost and improve the quality of construction by showing architects, builders, contractors, and distributors how to utilize most efficiently the host of varied products now on the market," Spratt said. "The factual data will be disseminated through informational meetings, products displays, films, technical literature, and in other ways.

"Technical information supplied by the council's 117 company members and 23 association members will be channeled through the organization's 33 chapters, located in the country's leading markets.

"This informational service is considered especially timely because, within a few months, as soon as the steel shortage has been eased, the building industry again will face a completely free and unrestricted market for the first time since the outbreak of trouble in Korea.

"Production of building products may well reach a new, all-time high soon after steel controls are relaxed early next year or before."

Secretary of the Hillyard Chemical Co., St. Joseph, Mo., Spratt was elected president of the Producers Council, at its annual meeting in St. Louis, Mo. September 23-26. He succeeded A. Naughton Lane, vice-president of the Monarch Metal Weatherstrip Corp., St. Louis. Spratt has been a member of the council's board of directors since 1948 and served last year as first vice-president and chairman of the Membership Committee.

Other officers elected are: first vice president, R. S. Hammond, Johns-Manville Sales Corp., New York; second vice president, William Gillett, Detroit Steel Products Co., Detroit; secretary, Fred L. Hauserman, E. F. Hauserman Co., Cleveland, and treasurer, F. J. Close, Aluminum Co. of America, Pittsburgh.

Elliott C. Spratt

One of the great overlooked phenomena of our time is the unprecedented number of new and improved building products which have come onto the market since the end of World War II, President Lane declared at the council's annual meeting.

"Had it not been for the trouble in Korea, and the reimposition of materials controls, the list would have been even greater," Lane said. "Tremendous improvements have come in every type of material and equipment."

Another great profit-builder from

UNITED STATES PLYWOOD CORPORATION

Hazelwood Plankweld®...

a new Weldwood® product with a new, fat profit margin is headed your way...fast

Heavy consumer magazine advertising plus a whole kit full of point-of-sale promotion material is aimed at helping you latch on to fast, full-profit sales!

Smart merchandisers in the building supply field are backing the newest number in the fast-selling, sensationally successful *Plankweld* line—*Hazelwood* Plankweld!

Here's an eye-catching honey-blonde plywood panel that's the '52 "Miss America" among building supply products . . . a panel that has a tough, long-lasting, factory-applied finish and remarkable grain uniformity. The Plankweld idea of an easy to install, do-it-yourself, pre-finished hardwood panel has already swept the country.

Now this newest high-style Plankweld panel — Hazelwood — with a sensational new low price — threatens to run away with the field. And topple all previous records for big volume retail sales and profits.

Yes, that's the winning combination for you — an eye-catching new product, new low prices and a new fat profit margin that you can turn into big money. Provided you move fast to latch on to this high power, high speed, high pressure sales drive!

Advertised . . . and How!

Readers of the largest homemaker magazines are getting the story of this factory-finished, Plankweld plank-type panel.

Look at the magazines that are carrying this first, full-page, full-color announcement:

AMERICAN HOME
BETTER HOMES & GARDENS
HOUSE BEAUTIFUL
LIVING FOR YOUNG HOMEMAKERS
SMALL HOMES GUIDE
SUNSET
plus
HOUSEHOLD (⅔P.)
COUNTRY GENTLEMAN (½P.)
POPULAR MECHANICS (B. and W.)

That means you want to be prepared with stocks — stocks of Hazelwood Plankweld *and stocks of Hazelwood Plankweld PROMOTION*. Sales-building material that will reach out and catch hungry-to-see, anxious-to-buy readers. Readers who scan the magazines and say, "That's for *us! Where do we get it?*"

Pre-stock, prepare, promote

Use the Hazelwood newspaper advertising mats we have waiting for your order, free. Use the radio spot announcements. Display the counter cards, use the envelope stuffers and send out the direct mail pieces.

Tell every possible buyer, "I am ready to sell you packaged Hazelwood Plankweld walls for $47.50. How many packages do you want?"

$47.50 RETAIL — Packaged Pre-finished PROFITABLE

And do this *telling* right when the first full-page, full-color ads are breaking in the magazines. Your well-timed *push* in all parts of your trading area will gauge your profit — at a good, fat $12.46 per package, or $115. per M. sq. ft.

And, don't forget, in addition to the Plankweld package, prefinished Hazelwood panels, 4' x 8', hold out interesting sales possibilities, too.

Hazelwood is another Weldwood "first." . . . Another sales winner you can ride to high profits . . . provided you get away to a fast start.

WELDWOOD® Plywood

Manufactured and distributed by

UNITED STATES PLYWOOD CORPORATION New York 36, N. Y.

and U. S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities • Distributing Units in Chief Trading Areas

ASSOCIATION ACTIVITIES

Employee Short Courses Set at SMU, KCU, Ga. Tech

30-DAY COURSES in building material retailing have been scheduled tentatively for this winter by Southern Methodist University at Dallas, the Georgia Institute of Technology in Atlanta, and the University of Kansas City, in cooperation with the state and regional associations federated in the National Retail Lumber Dealers Association.

Dates for the 11th annual course at the SMU Institute of Management are January 5 through January 30, 1953. This course is sponsored by the Lumbermen's Association of Texas. Clifford Shumaker is the institute director.

The eighth annual training course at Georgia Tech is scheduled to begin January 26 and run through February 20. This course is co-sponsored by the Building Material Merchants of Georgia, Alabama Building Material Exchange, Florida Lumber and Millwork Association, Mississippi Retail Lumber Dealers Association, Tennessee Building Material Association, Carolina Lumber and Building Supply Association, and the Virginia Building Material Association. Charles H. Taylor is the director for Georgia Tech.

The sixth building materials course at the University of Kansas City in Missouri is planned to begin February 2 and end March 6. Dean John Barnett represents the college and John F. Miller, Jr., represents the sponsoring organization—the Southwestern Lumbermen's Association.

Materials and methods to be studied by personnel of retail lumber yards and building supply firms at these schools will include brick and tile, cement and concrete, commercial lumber properties, credits and collections, design and construction, distribution, FHA regulations, glass products, gypsum products, hardboard and laminated wood-fiber panels, hardwood and softwood flooring, insulation, metal products, installment selling, millwork, new ideas and trends, paints and finishes, plywood, roofing and siding, rough hardware, telephone selling, trade publications and associations, lightweight aggregate, wood preservation, and wood sheathing.

These short courses are taught by experienced dealers and factory personnel, as well as by selected professors from the universities at which the classes meet. The enrolled employees receive a "barrel full" of helpful manuals, textbooks, and other literature from cooperating trade associations, magazine publishers, manufacturers.

Veterans of the Korean war may be qualified to attend these industrial courses as part of the training provided under the "GI bill of rights."

ONE DAY LAST FEBRUARY the 42 young men who completed the 10th annual institute of building material at Southern Methodist University, in Dallas, paused to pose for this class picture.

From left to right, front row to back, the student retailers included Fred J. Phillips, Jr., and Roland F. Coleman, Dumas; James E. Castleman, Bogata; Lester Wooten, College Station; Carl B. Bourland and Ben Thomas, Fort Worth.

Owen B. Judd, Fort Worth; Kennon Stapp and A. C. Leifeste, San Angelo; Robert Rabe, Marietta, Okla.; Jimmy Dale, Davis, Okla.

Melvin Selsor and Forrest A. Dinn, Jr., San Antonio; Charles Russell and Roy Key, Mt. Pleasant; J. B. Manning, Lubbock; John Phifer, Dallas.

James F. Windham and William W. Lemming, Dallas; Derrell M. Woolam, Andrews; Tullus V. Walker, Lubbock; Frank Ashby, Oklahoma City; Willie C. Ross, Colorado City.

Wilson R. Brannon, Hamlin; A. J. Davis, Lamesa; Glenn R. Carter, Houston; James R. Jennings, Abilene; D. G. McNair, Jr., Kerrville; Milo A. Peterson, Dallas.

Tracy T. Alle, Carrizo Springs; William A. Peavy, Jr., Diboll; Herschel M. Payne, Houston; Billy R. Kennedy, Meadow; Travis S. Pitts, Wichita Falls; R. L. Patton, Hollis, Okla.

Barney Cox, San Antonio; James M. McCarty, Amarillo; Allen R. Rundell, Austin; Robert Noble, Lubbock; Jim Burton Walliser and R. Mayo Hankins, Dallas.

Howard W. Ragland, of Wichita Falls, also completed the course, which was sponsored by the Lumbermen's Association of Texas.

Winning New Friends *Everywhere!*

Interior V. M. C. DECORATOR DOORS make color harmonies flow smoothly from room to room. Housewives love them!

V. M. C. DECORATOR DOORS fill that long felt need for more beauty, more color harmony in the home. A truly revolutionary idea in imaginative decorating! Designed for easy painting, V. M. C. DECORATOR DOORS are made of durable Ponderosa Pine and they sell fast. For you, Mr. Merchandiser, that means assured volume, more profit and happier repeat customers.

THE ORIGINAL COMPLETELY WEATHER-STRIPPED R•O•W Removable Wood Windows and V. M. C. DECORATOR DOORS make an unbeatable combination for the home builder or remodeler who wants the best in beauty, utility and durability. Ask for the complete story of our merchandising plan—today!

SPRING CUSHION **R•O•W** Wood WINDOW UNITS

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Exterior V. M. C. DECORATOR DOORS add new charm and beauty to any home, anywhere!

R•O•W Spring Cushion Windows are designed for good ventilation, more light and beauty. They fit into a pattern of gracious living.

R•O•W Windows are easily removed for cleaning both sides indoors. They are rattle-free, too, and completely safe.

SOME OTHER R•O•W PRODUCTS: Flush Doors • Panel Doors • Combination Storm and Screen Doors • Combination Storm Windows • Screens • Mouldings • Ornamental Shutters • Cuprinol Wood Preservative • Ventilators, etc.

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

THESE "STUDENTS" completed the fifth 30-day course in building material merchandising at the University of Kansas City. Sponsored by the Southwestern Lumbermen's Association, the course ended last February 29.

Left to right on the first row, they are, from Arkansas: John E. Stanton and Elizabeth G. Stanton, Little Rock; Jack O. Wiseman, Searcy; from Kansas: Albert A. Alberti, Shawnee; Harry Casaert, Overland Park; David R. Cowley and Paul R. Dorsey, Olathe; Guthrie G. Hillix, Atchison; Milo T. Meredith, Overland Park; Lyle M. Turpin, Wichita, and John F. Miller, Jr., assistant manager of SWLA, Kansas City, Mo. (Rutherford K. Allen, of Wichita, also completed the course but was away when this picture was made.)

Second row, from Missouri: James O. Crider, Owensville; Vernon L. Grace, Jr., Kansas City; Arnold M. Guffey, Rolla; Paul E. Hammond, Kansas City; Robert M.Johns, Jr., Sedalia; Alfred Lindgren, Jr., Kansas City; Robert E. Turner, Linn; Willis A. Zinn, Butler; from Oklahoma, Lyle L. Johnson, Bartlesville, and Marion A. Wood, Guymon.

Third row, from Iowa: Kenneth L. Cassat, Clarinda; Ronald Felker, Council Bluffs; from Nebraska: Lyle F. Bigley, Lincoln; John J. Brown, Falls City; James Cundall, Omaha; Charles D. Hagel, Ainsworth; Thomas Hickey, Omaha; Lee E. Kohl, Neligh; Donald F. Pardun, Lincoln; Charles E. Pond, Omaha; M. L. Shumway, Oakland, and Fritz F. Venner, Bancroft.

NRLDA Board Meets in Washington Nov. 16-20

To discuss the problems and plans of retail building material dealers across the nation, the directors and officers of the National Retail Lumber Dealers Association will meet at the Shoreham Hotel in Washington, D. C., November 16-20.

The schedule is as follows:

Sunday, November 20—Executive Committee meets.

Monday, November 17 — The managers of the federated associations and the Committees on Education, Public Relations, Dealer Operating Guide, and By-Laws will meet at 9:30 a.m.

Tuesday, November 18—District directors will meet with the Executive Committee members in the morning. The association managers will meet in the afternoon.

Wednesday and Thursday, November 19-20—The Board of Directors will meet until the agenda is fully covered.

A cocktail party will be held for the dealers and their wives Tuesday evening. Wednesday the group will enjoy a dinner-dance.

All members of the state and regional associations federated in NRLDA are welcome to attend this meeting, according to Executive Vice-President H. R. Northup.

Dates for the 1953 spring meeting of the NRLDA board also have been set. This conclave will be held May 3-7, 1953, at the Shoreham Hotel in Washington.

Ogletree Speaks Against Public Housing

Vincent Ogletree, traveling representative of the Lumbermen's Association of Texas, is touring Texas towns. In many of them he is speaking to local civic clubs and city councils on public housing.

During November 10-15, Ogletree will visit Amarillo, Dalhart, Canadian, and Pampa. From November 16-22, he will be in Childress, Vernon, Wichita Falls, and Snyder. From December 8-13, his schedule includes Beaumont, Port Arthur, and Orange.

Dealer or other groups desiring to hear his talk can contact LAT headquarters at Second National Bank Building, Houston 2, Tex.

SWLA Meet in January

The Southwestern Lumbermen's Association has set the date for its 65th annual convention for January 28-30, 1953. As usual, it will be held at the Municipal auditorium in Kansas City, Mo.

In preparation for the convention, the executive committee met September 4 and the board of directors September 5 in Kansas City, at the Muehleback Hotel.

Directors, committeemen, and wives attended a buffet dinner at the home of R. L. Sweet, followed by a theater party.

To Entertain Mo-Kan

Furthering cooperation between retailers and wholesalers, the Mo-Kan Lumbermen's Association will hold their 35th annual meeting October 30 in St. Joseph, Mo., where they will be the guests of the St. Joseph Wholesalers.

The meeting will be held at the Hotel Robidoux. The program includes a business session with speakers and an evening of entertainment.

New Gold Bond FIRE-SHIELD* Gypsum Wallboard

GIVES 1-HOUR FIRE RATING

*TRADEMARK

Now you can offer builders *gypsum wallboard* that meets local building codes requiring one-hour fire rating for interior walls and ceilings!

Extra fire protection is built right into the core of new Gold Bond Fire-Shield Gypsum Wallboard. It's plenty tough, too! Gold Bond Fire-Shield has the new HARD-EDGE . . . means less damaged board, less "babying" on the job, faster work, improved nailability.

Gold Bond FIRE-SHIELD Gypsum Wallboard, in ⅝" thickness, comes in sizes 4'x6, 7, 8, 9, 10, 11 and 12', with tapered edges. Make sure you're stocked!

Fire Resistive Ratings — Gold Bond Fire-Shield

Underwriters' Laboratories, Inc.

PARTITIONS	CEILINGS
Wood frame partition. Either load or non-load bearing. 2"x 4" studs 16" o.c.	Wood joist floor. 2"x 10" wood joists covered with wood sub-flooring, building paper and wood finish flooring.
One layer ⅝" Fire-Shield both sides	One layer ⅝" Fire-Shield
1-Hour Rating	**1-Hour Rating**

NATIONAL GYPSUM COMPANY • BUFFALO 2, N.Y.

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Gypsum Roof Decks, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.

You'll build or remodel better with Gold Bond

PRODUCT PARADE

VERSATILE WINDOW UNIT

The Andersen Corp., Bayport, Minn., announces its four-in-one window unit, the Flexivent.

The Flexivent placed horizontally serves as an outswinging awning window, inswinging hopper window, or as a fixed window. Vertically, it is an outswinging casement window or a fixed window. The units shown here replace two double-hung windows. The units also form window walls, in various combinations of installations.

Glass sizes range from 27x10 inches to 44⅜x22 inches.

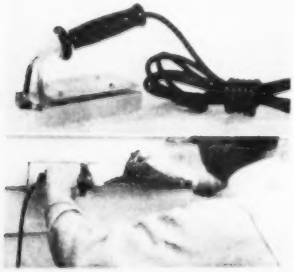
Head and sill members are designed to function interchangeably. The screen is on the inside for awning or casement operation and on the outside for hopper operation. The sash features groove glazing, eliminating ordinary exposed-face glazing. A choice is offered of wood-frame screens with aluminum wire cloth or all-aluminum screens.

Flexivent units are designed primarily for low-cost housing. They are shipped two to each carton.

ELECTRIC PAINT REMOVER

General Electric, Schenectady, N. Y., has developed a new electric paint remover for both home and professional use.

The unit consists of two skids between which is mounted a 1,000-watt, 115-volt tubular heater. When the device is slid along a painted surface, the heat from the unit softens and blisters paint so it is quickly removed with a putty knife. Old paint is removed as fast as the operator can scrape it off.



The 6½-inch-long unit has two metal reflectors to keep the plastic handle cool at all times. It includes an 8-foot heavy-duty electric cord. Suggested retail price is $14.95.

IDENTIFIES GLASS

The Libbey-Owens-Ford Glass Co., Nicholas Building, Toledo 3, Ohio, has started a system of labeling all different types of glass with colored stickers.

For example, window or sheet glass labels have a white background.

Gray print means thin picture glass.

Red means single strength.

Blue indicates double strength.

Brown means 3/16-inch sheet.

Orange labels 7/32-inch sheet.

Purple is for ¼-inch sheet.

Green marks the new heat-absorbing glass.

In this way, the packer, glazier, or customer can tell at a glance the type and thickness of the glass.

PLASTIC CABINET

The Philip Carey Manufacturing Co., Lockland, Cincinnati 15, Ohio, has introduced a bathroom cabinet made of tough, precision-molded plastic that can support the weight of an average man.

It is made in four designs to suit homes with either modern or traditional furnishings. Models are available with a sea horse or lily pad motif to harmonize with shower curtains and throw rugs.

The cabinets are made in pastel green, yellow, peach, blue, and gray, and a rich dubonnet.

GARBAGE DISPOSER

The American Radiator and Standard Sanitary Corp., Pittsburgh 30, Pa., now makes a garbage disposal unit that is connected to the drain of any standard sink with a 3½-4-inch opening. An adapter permits installation in other sink openings up to 5½ inches.

A three-way handle on the safety top control acts as a drain, seal, operating control, and protective device while unit is running. It will not operate unless the safety top control is turned to "On." An optional reserving switch eliminates occasional jams caused by overloading.

The American-Standard disposer motor is 115-volt, 60-cycle, 1/3-horsepower.

LOUVER HARDWARE

Louvre Leader is a new type of hardware for louvered windows, recently announced by the Trinity Manufacturing Corp., 1045 Richmond Street, Los Angeles 33, Calif.

Louvre Leaders are said to fit all standard windows and can be arranged to fit any size, so that they can replace old-style windows without costly remodeling. Made of stainless steel, this hardware takes either clear or translucent glass.

The operating handle does not protrude into the room to interfere with drapes.

A 6-foot-high, 2-foot-square display is furnished free to dealers.

PERIMETER HEATING

Air Control Products, Inc., Coopersville, Mich., now offers the No. 15 sidewall diffuser design for small-pipe and standard-duct installation in perimeter heating systems.

This diffuser is installed in an outside wall to spread a blanket of warm air over the wall without throwing drafts on the room occupants.

A special curved damper and a turning blade deliver air through the diffuser face with a minimum of resistance. The diffuser is 10 by 6 inches.

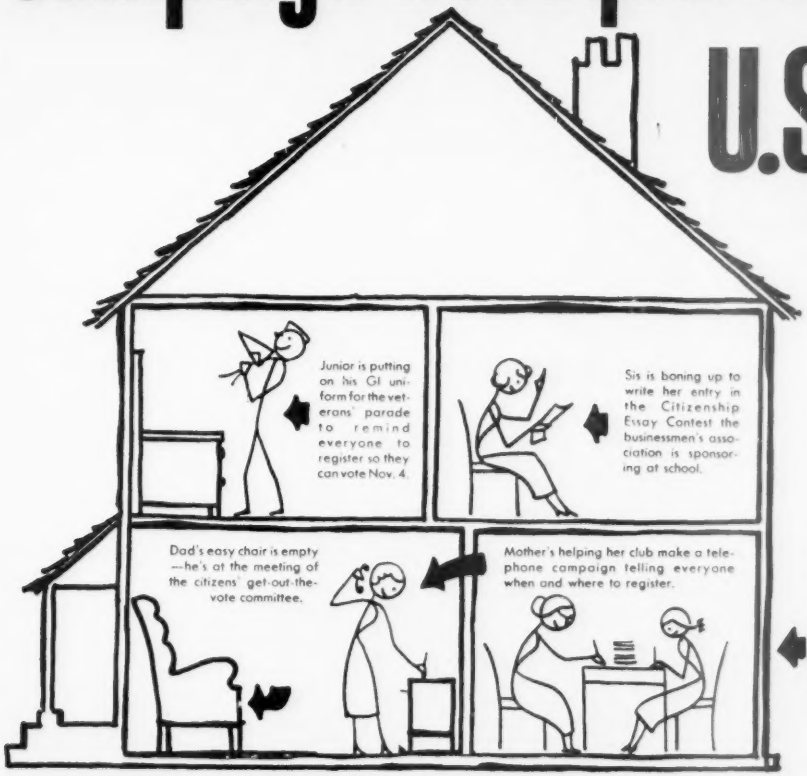
The fin design and flared section on the top half of the register prevents air from scrubbing the wall and aids in preventing streaked wall.

6-INCH PORTABLE SAW

Skil Corp., 5033 Elston Avenue, Chicago 30, Ill., now makes a new heavy-duty 6-inch portable electric saw, model 686.

Depth of cut is easily regulated up to 1-15/16. The saw's speed is 6,000 RPM. It weighs 10½ pounds. Standard equipment includes a combina-

Campaign Headquarters U.S.A.



Grandma's sending registration reminders to all the church members. Even little Sis is helping — rubber-stamping messages on the cards.

The Family Vote will elect the Next President

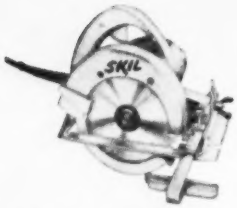
NOT THE FARM VOTE...
THE BIG-CITY VOTE...
THE LABOR VOTE...
OR ANY PARTY VOTE...

Politicians talk a lot about this and that "bloc" of voters being decisive factors in this election. So do all the pollsters. You can't blame them for trying to dope it out that way in advance . . . but . . .

YOU know you're going to vote your own sweet way when you get behind that voting booth curtain—that where you live or work hasn't got a blankety-bloc thing to do with how you'll vote. You'll vote for what you believe to be in the best interests of your family—your kids—and your kids' kids.

So YOU know that this year—as always—it will be the FAMILY vote that really decides things. And families are working as never before to make sure every American votes. Right now in millions of American families, everyone from Little Sis to Grandma is pitching in to remind every eligible American to register to make sure of the opportunity to vote. And then they'll tackle the job of getting out the vote of every member of America's 44,000,000 families. They're the biggest "bloc" in America—they ARE America!

If your family is already working at the job—congratulations! If you aren't, talk it over at supper tonight, and pitch in tomorrow.



tion blade for cutting, wrench, rip fence, guard retracting handle, and 3-conductor cord.

Construction features are a universal motor, ball and needle roller bearings, aluminum alloy housing, safety trigger switch, automatic blade guard, built-in bevel and depth-of-cut adjustments, and a precision-indexed rip guide for right- or left-hand use.

HOME TILE KIT

The S and W Moulding Co., 990 Parsons Avenue, Columbus 6, Ohio, has introduced a Miraplas do-it-yourself kit to help the consumer install his own plastic wall tile.

The kit includes a notched trowel, small coping saw, level, tape measure, chalk, chalk line, and instruction book. Consumer magazines show that one-third of all asphalt tile floors are installed by consumers—and Miraplas makers anticipate a similar popularity for installing wall tile.

That modern touch

RESOLITE

Shade from the sun, but with bright daylight inside — that's why Resolite translucent structural panels are bringing the modern home closer to the outdoors. Resolite is better for skylighting because it filters out much of the heat, gives a soft, restful daylighted interior, as in this weather-tight, Resolite-roofed patio of a Florida residence.

Resolite is a rugged structural sheet of Fiberglas-reinforced resin plastic, flat or corrugated for added structural strength. The material is unaffected by weather extremes of heat, cold or moisture. It will not rust, oxidize, mildew or rot. It is simple to apply with screws or nails and with ordinary tools and skill; it is easily adapted to roof, wall or partition.

A wide variety of color and corrugation patterns lends Resolite easily to endless possibilities in interior or exterior decoration.

Beautifying the interior or exterior by either reflected or transmitted light, Resolite panels are ideal for decorative and utility partitions, with a selection of color for any motif. The effect of length and height is enhanced by utilizing the corrugation patterns.

For complete information, and name of nearest distributor, write Dept. A-1

RESOLITE Corporation
ZELIENOPLE, PA.

BATHTUB FOLDING SCREEN

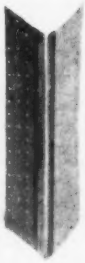
The American Shower Door Co., Inc., 1028 North La Brea Avenue, Hollywood 38, Calif., announces the Shower Maid enclosure for tubs.

Made of waterproof, washable panels of styrene plastic, framed with solid extruded aluminum, the Shower Maid opens in accordian-like folds. When closed, it shuts in water from the shower.

It is said to cost less than half the usual cost of custom enclosures, and comes in a choice of color-fast coral, ivory, sea green, and sky blue.

Manufacturers claim home-owners can install their own with no special skill.

PROTECTS GYPSUM CORNERS



Metal corner protection is now available for gypsum drywall construction, with a new product introduced by the United States Gypsum Co., 300 West Adams St., Chicago 6, Ill.

Called Perf-A-Bead, it is applied easily with Perf-A-Tape cement, which is first put on both sides of the corner. When it is held in place at the top of the corner, the bottom is pulled outward to spring the metal slightly and force the paper flanges to open up along the full 8-foot length. Both metal corner and paper flanges are embedded in the cement. A metal corner angle is used as a screen in covering both paper flanges with a smooth fill of cement.

Second and third coats are applied, feathering edges two or three inches beyond preceding coat. Slight sanding after each coat makes a smooth corner and wall when completed.

MOBILE TANK SPRAYER

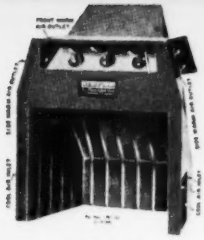
An automatic tank sprayer for home, farm, and semi-commercial use has been introduced by the W. R. Brown Corp., 2701 North Normandy, Chicago 35, Ill.

Called the Speedy Sprayer, Model

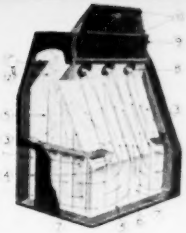
for better fireplaces, recommend and sell

HEATFORMS* and FORM DAMPERS

•send for complete information today



(FRONT VIEW)



(REAR & SIDE VIEW)

HEATFORM Model "A"

HEATFORM is a double-walled metal unit (hearth to flue) around which anyone can easily build the masonry to complete a fireplace of any design.

HEATFORM air chambers capture and circulate through the home a large amount of heat lost up the chimney by the old-fashioned fireplace.

HEATFORM adds but little to the total cost of the finished fireplace. It consists of the firebox, throat, smoke dome and properly located damper, and thus saves labor and material.

LOOK FOR THESE EXCLUSIVE FEATURES

- Corrugated reinforced firebox
- Heating chambers around firebox, upper front and sides of throat
- Round super-heating air passages across the throat
- Large cool air inlets and warm air outlets
- Sloping rear outer lining permitting masonry downdraft shelf to protect the metal from rust.

THE ABOVE ILLUSTRATION SHOWS REAR AND SIDE VIEW OF HEATFORM Model "A" with outer lining removed. Arrows demonstrate air circulation through heating chambers and contact of air to all heating surfaces. NOTE key below to numbers on cut:

3. Baffle plates direct air to the rear heating chamber over the hottest metal.
4. Large air inlets at floor level.
5. Corrugated ribs in boiler plate firebox provide much greater strength than flat metal.
6. Location of rear cool air inlet.
7. Bottom view of air heating chambers.
8. Superheating air passages through the throat.
9. Damper has understung poker friction control.
10. Smoke dome.
11. Side air passages from lower to upper heating chamber.
12. Inner lining of the throat.

**HEATFORM is the registered trade mark of Superior Fireplace Company.*

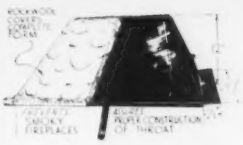
HEATFORM MODEL "S"
(shown at left)

Corner fireplace with right or left side open. Has all the features of Model "A," plus wider view of the fire.

HEATFORM MODEL "M"
(not shown)

Both sides open, otherwise the same as Model "S."

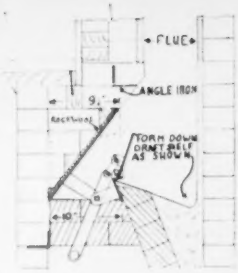
Special fabricated lintel angle bars and corner posts and custom-built drape screens are available for all models and sizes of HEATFORM.



SUPERIOR FORM DAMPER
(Model "L")
—for the conventional fireplace

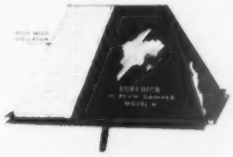
Where the extra heat produced by HEATFORM is not a prime factor, but to eliminate faulty construction of the most important part of the fireplace (the throat) we offer you SUPERIOR Form Dampers. They save their cost in labor. No forms to build, bricks to cut, or throat to plaster.

The damper is pivoted at the proper point and swings backward to an open position, preventing downdraft wind currents from entering the throat, assuring a perfect draft with NO SMOKE TROUBLES.



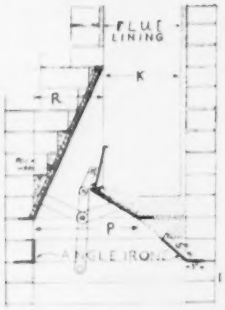
The form and all parts of the Superior Form Damper are constructed of heavy plate steel for lifetime service. No brittle cast iron parts to break in shipping, handling or usage. The use of the blanket of rockwool, provided with each unit, is the only proven method of absorbing expansion of the metal to prevent cracking of masonry.

SUPERIOR HI-FORM DAMPER MODEL "H"
—for the modern fireplace



(FRONT VIEW)

(REAR VIEW)



SECTION FIREPLACE OPENING INTO TWO ROOMS

Where the extra heat produced by HEATFORM is not important, we offer Superior Hi-Form, Model "H" Damper, especially designed for modern fireplaces using a single smoke flue; such as a fireplace with the front and one or two sides open; a fireplace opening through between two rooms; or a four-way opening fireplace supported by a masonry pilaster at each corner. The Superior Hi-Form Damper is the only design damper we can conscientiously recommend for the modern fireplace.

Superior Form Dampers specified by leading Western architects, engineers and builders for the past 27 years to the satisfaction of everyone concerned.

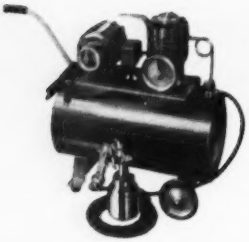
DEPT. SBS 522
1708 E. 15th St.
LOS ANGELES 21, CALIF.

SUPERIOR FIREPLACE CO.

DEPT. SBS 522
601 North Point Road
BALTIMORE 6, MARYLAND

OUR EAST AND WEST COAST FACTORIES MAKE THIS MERCHANDISE QUICKLY AVAILABLE THROUGH BUILDING SUPPLY AND LUMBER DEALERS EVERYWHERE

PIONEER DESIGNERS AND MANUFACTURERS OF THE MOST EFFICIENT AND DURABLE LINE OF HEAT CIRCULATING FIREPLACE UNITS AND FORM DAMPERS.



990, it is mounted on rubber-tired wheels that can be removed for stationary use. Its 10-gallon welded-steel air-storage tank is equipped with an automatic pressure switch that starts the motor when pressure reaches 30 pounds and stops it when pressure reaches 45 pounds. It delivers 3.3 cubic feet a minute.

The Speedy Sprayer is equipped with a tire inflator chuck, 15 feet of air hose, No. 121 spray gun, and 10-foot cord and plug.

HARDBOARD DISPLAY

A new display, made by the Masonite Corp., Box 777, Chicago 90, Ill., holds up to 40 panels of 4x4-foot Masonite panels.

An assortment of utility panels sold with the display contains panels of 4x4, 4x3, 4x2, and 4x1 sizes. They include Leatherwood, Tempered Presdwood, perforated Presdwood, and Plyron, a new product with a core of plywood and faces of tempered hardboard.

The display comes in two styles—an island fixture and a one-sided model. Both have a front of red Leatherwood, with the Masonite Man cut out of black Presdwood.

HOMECRAFT PATTERNS

The Easi-Bild Pattern Co., Pleasantville, N. Y., offers a new display book and under-counter storage tray for patterns for 180 different items to be built in home workshops. Included are patterns for lawn chairs, garages, household equipment, furniture, and even a five- or seven-room house.

When the customer selects a design in the counter book, the dealer can quickly find the pattern by its number.

METAL FRENCH DOORS

The Kaufmann Corporation, 17210 Gable Street, Detroit 12, Mich., has introduced a set of aluminum French doors.

This five-quarter door is made with its own frame to simplify installation. It is used as a combination door or a basic unit. Methods of assembling heavy extruded aluminum eliminate extensive use of screws and bolts.

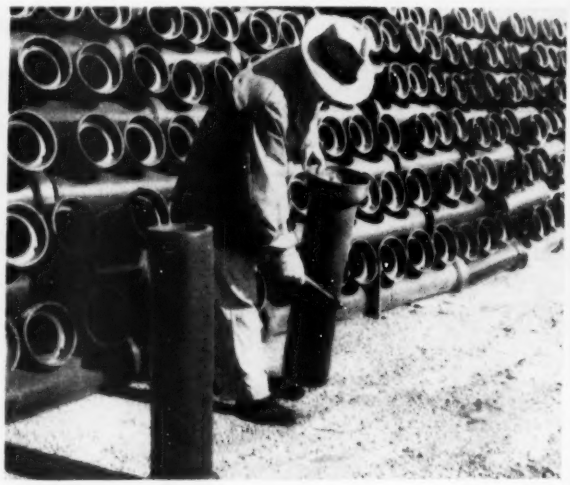
Each door is made to fit individual frame opening measurements.

LIQUID METALLIC ROOFING

The Sheffield Bronze Corp., Cleveland 19, Ohio, announces Shef-Kote, an asbestos-fiber aluminum coating for all types of roofs.

It is said to stop leaks by forming a waterproof and weatherproof metallic coating that will not crack, rub off, or peel. It is composed of asbestos fibers, asphalt, fine preservative oils, and polished aluminum flakes. This coating is not a paint but a special formulation that flows into seams and cracks.

One coat of Shef-Kote is said to do the job.



In the "hammer test" Dickey salt-glazed clay pipe rings like a bell—added evidence of its superb hardness and density.

How a "built-in safety factor" makes Dickey a better pipe for you to sell

Dickey does more than simply *meet* standard specifications. It consistently exceeds them. Dickey sanitary salt-glazed clay pipe consistently tests stronger than ASTM standards, sometimes as much as 100%. This "built-in safety factor" is one of the sales points that make Dickey Dealers leaders in the clay pipe field. You and your customers pay no premium for this finer pipe. As a Dickey Dealer, therefore, you have a very real advantage, one that means steady sales.

If it's made of clay it's good...if it's made by Dickey it's better

Dickey Sanitary Salt-Glazed Clay Pipe
ALWAYS IN DEMAND

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn., Kansas City, Mo., San Antonio, Tex., Texarkana, Tex-Ark.

The finest masonry work starts with

Cumberland Masonry Cement

West Side High School, Elizabethton, Tenn.; Dudley Parish, Architect; Armstrong Construction Co., Contractor; Builders Supply Co., Dealer.

Cumberland Masonry Cement is made better

It gives you mortar that's highly water repellent after hardening; that minimizes any possible leakage in the joints. It keeps them strong and tight, prevents unsightly staining of masonry surfaces. And this is only *one* of the many qualities, designed to help you do a better job, that are built right into Cumberland Masonry Cement.

Cumberland is made for beauty, too. Mortar made with Cumberland has, and holds, a pleasing light color, even after years of weathering. It adds to the beauty of the masonry units. Cumberland makes *every* job top quality, because it's better Masonry Cement.

THE 10 BASIC REQUIREMENTS OF HIGH-QUALITY MASONRY CEMENT*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

**Cumberland gives you all 10!*

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

for more room space
better design
lower building cost

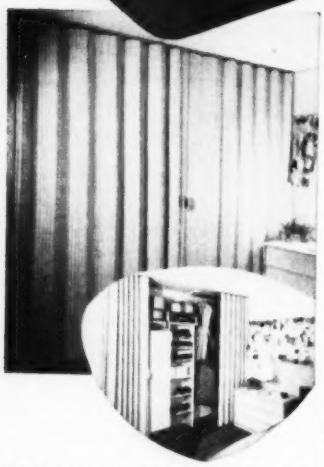
FOR WARDROBES AND CLOTHES CLOSETS

FOR BETWEEN ROOM DOORS

FOR ROOM DIVIDERS

sell

RA-TOX FOLDING DOORS



Sell Ra-Tox Folding Doors for new construction and remodeling. So easy to install, any home-owner can do the job. Give your customers the features they want . . . more useable wall and floor space . . . greater beauty . . . lower cost. Woven open-slat design provides air passage through door, vital for slab floors and proper heating and air conditioning. Supplied with all hardware and finished in choice of colors or natural wood.

Write for Bulletin 406. Complete Dealer Sales Material available . . . folders, mats, product tags, window streamer, and display.

The HOUGH SHADE CORPORATION
Ra-Tox Division
1025 Jackson Street
JANESVILLE • WISCONSIN

"WOOD" KITCHEN CABINETS

The Harrison Steel Cabinet Co., 4718 West Fifth Avenue, Chicago 44, Ill., has introduced a new line of steel kitchen cabinets with the appearance of a variety of woods.

The various models have the natural appearance of maple, oak, birch, cherry, and pine. Plans are underway to offer them in mahogany, ebony, and others.

The new cabinet line is designed for kitchens where the decoration would be enhanced by the appearance of wood, but practical use calls for steel.

Cabinet styles include custom sink, range, and refrigerator centers; tray Rac-A-Dor; fruit and vegetable bin; mixer cabinets; open-base; lazy corner, and storage and wall cabinets. Counter tops are of laminated plastic or linoleum.

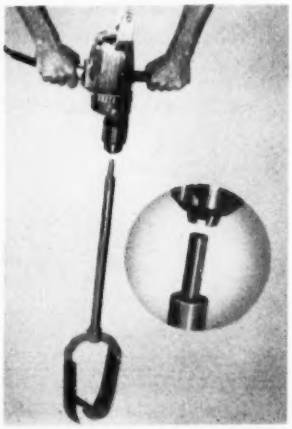
NEW EQUIPMENT

These new products may cut your business operation costs.

FAST HOLE DIGGER

The Hole-A-Minute digger is a new time-saver for construction workers, designed by a contractor and made by Eugene John Freeman and Co., P. O. Box 2143, Van Nuys, Calif.

This hole digger operates electrically from a ½-inch drill or larger drill to literally dig a hole a minute in hard or soft soil. The bit is machined from heat-treated, extra-tough, case-hardened alloy steel.

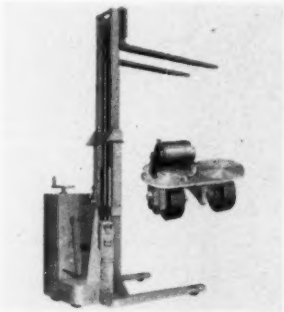


The unit is priced at $12.50 and is fully guaranteed.

NARROW STACKER TRUCK

For use in narrow aisles, the Automatic Transportation Co., 149 West 87th Street, Chicago 20, Ill., has developed a compact electric powered stacker that can tier goods 11 feet high in 6-foot aisles.

The basic Transveyor model handles 2,500-pound, 48-inch-long loads. The truck with a 68-inch mast height provides 102½ inches of telescopic lift, and the 83-inch-mast-height truck lifts 132½ inches.



Other models are available to handle equally long loads weighing up to 4,000 pounds.

The Transveyor is 29⅞ inches long and has a horizontal speed when loaded of four miles an hour. Battery-powered, it has four wheels with three-point suspension for balanced action.

DIESEL FORK TRUCKS

The Yale and Towne Manufacturing Co., Philadelphia 15, Pa., now makes fork-lift trucks with either gas or diesel power plants, with capacities of from 4,000 to 10,000 pounds.

New design permits installation of either type power in the same size chassis. This permits wider use of the fork-lift where operating conditions indicate a definite preference for one type.

HEAVY-DUTY TRACTOR LIFT

The Tracto-Lift Co., 2011 Baltimore Avenue, Kansas City, Mo., announces the addition of the Power King series to their heavy-duty fork-lift trucks.

Based on an extra heavy-duty industrial tractor, the Power King handles loads up to 15,000 pounds of even bulkiest materials on rough, unpaved ground. It has over-size pneumatic tires, can travel at tractor speeds, and has maximum maneuverability and climbing power.

Fork lengths range from 36 to 108 inches in 6-inch variations. The Power King has six speeds forward and reverse and a 12-inch underneath clearance.

Dealer Reports Handy Panels Boost Plywood Sales Volume

"One of the most profitable items in our display room" is the way B. L. Vaughan, owner, Vaughan Pacific Avenue Lumber Co., Tacoma, Wash., describes the new plywood Handy Panels.

Vaughan reports the new small-size plywood panels and self-service display rack have upped plywood sales by over 10 per cent and have also helped increase sales of paint, hardware and other items to home craftsmen and amateur builders.

"To take advantage of 'impulse buying'," Vaughan explains, "the display is right inside the door where customers can see it. It really works, too. Many people who had no idea of buying more than a few nails see the display and wind up buying plywood. It's easy selling, too; customers wait on themselves. And it saves us much of the time we used to spend cutting large plywood sheets for special orders."

All told, over 2,500 dealers have already tied into the new Handy Panel program. In addition to the rack and panels, the complete promotion package includes window banners, ad mats, folders and plans. Dealers can obtain details on the rack and panels from their regular plywood suppliers or Douglas Fir Plywood Association, Tacoma, Wash.

Transcribed Dealer Radio Commercials Now Available

A set of eight hard-selling one-minute spot announcements on a single 12-inch record is available for $1.00 from Douglas Fir Plywood Association, Tacoma, Wash. Commercials are in question-and-answer format, recorded so that local announcers can feature sponsoring dealer's name at both beginning and end.

Cash-in on the BIG demand for space-thrifty Plywood Built-Ins

MOST OF YOUR CUSTOMERS have pretty definite ideas about storage space in their homes—there isn't enough of it! And that's why featuring built-ins is a natural plywood profit builder. Whether it be for a new home or a home-owner remodeling project, built-ins are a month-in, month-out market for plywood.

It's a *volume* market, too. Consider the shelf-door wardrobe shown above. The bill of materials calls for over 200 square feet of plywood—plus paint, hardware and lumber. And that's just one plywood built-in. Storage wall, cabinet or built-in dresser, plywood is first choice for any built-in. Here's why:

Plywood is adaptable to any design, any size built-in. Takes any finish—choice of color is unlimited. Plywood won't chip, crack or split. And because it's so easy to use with ordinary tools, it's especially suitable for week-end carpenters who plan to do all or part of the work themselves.

Douglas Fir

Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

PLANS AVAILABLE. Plans and bill of materials for the shelf-door wardrobe above are available for your own promotion. Up to 100 copies free of charge; quantities available at fraction of cost. Can be imprinted with your firm name at cost. Write Douglas Fir Plywood Assn., Tacoma, Wash.

HOO-HOO LOG

JACKSONVILLE, FLA.: W. T. (Bill) Dow on September 8 succeeded John Baldwin as president of local Hoo-Hoo Club No. 52. Other new officers include Vice-President Bill Longshore, Treasurer O. Franklin, Secretary Charlie M. Shaw, and Directors Charlie Hyde, Clyatt Broward, D. Germain, W. Biddle, and W. Dawkins.

MIAMI, FLA.: Sixty-four members enjoyed dinner at the Hofbraus Haus near here and elected new officers for Hoo-Hoo Club No. 42 on September 23. W. S. Wightman, Jr., succeeded Bill Long as president. Both gave reports on the 61st Hoo-Hoo International convention at Denver. W. A. Brady is the new vice-president; W. H. Peeples is secretary, and W. R. Cameron is treasurer.

ATLANTA, GA.: Fifty-nine Cats and guests enjoyed the September 15 dinner meeting of Hoo-Hoo Club No. 1 at the Atlanta Athletic Club, heard discussions of possible club welfare projects, and saw a sound, color movie entitled "Georgia — Empire State of the South." Cleon Smith presided.

TAMPA, FLA.: New officers of Hoo-Hoo Club No. 64 include President R. E. Mygrant, Vice-President Charles Del Valle, Secretary W. R. Davis, Jr., and Treasurer J. M. Branch, Jr.

ST. PETERSBURG, FLA.: President George N. Allen, Jr., emceed the dinner meeting of Hoo-Hoo Club No. 64 here September 3. Twenty-one members enjoyed the buffet supper in their own clubrooms at 1216 Central Avenue.

Hot Climate Housing Subject of BRAB Meet

The Building Research Advisory Board will hold a conference on "Housing and Building in Hot-Humid and Hot-Dry Climates" in Washington, D. C., November 18-19.

Divided into two parts, "Living in Hot Environments" and "Building in Hot Environments," the conference will cover architectural design, structures and materials, mechanical problems. It will deal with building problems in Southern, mid-Southwestern, and far Southwestern states, as well as tropical areas of the world.

Registration forms and further details can be secured from BRAB, 2101 Constitution Avenue N. W., Washington 25, D. C.

Geiger is Hoo-Hoo's New Universe Snark

Arthur H. Geiger, 48505, of Tacoma, Wash., was elected snark of the universe of the International Concatenated Order of Hoo-Hoo at the 61st convention at the Brown Palace Hotel in Denver, Colo., last month.

Including the Denver Cats, over 500 persons attended this conclave to set a new participation record.

Highlights of the three-day gathering included the election of the new Supreme Nine; announcement of new Hoo-Hoo clubs in Canada, the Philippines, and Hawaii, a model concatenation in which 22 Kittens were initiated, and selection of 1953 and 1954 convention sites.

The 1953 Hoo-Hoo convention will be in Minneapolis, Minn., next September. The 1954 conclave will be in Houston, Texas.

Five new men were elected to serve on the new Supreme Nine with Snark Geiger and four hold-overs. The newcomers to the top leadership of Hoo-Hoo are Walter Webb, Jr., 45745, Mass., gurdon and Jurisdiction I; Stuart Smith, 48715, Ore., bojum and Jur. III; Hubert Lamson, 51553, La., arcanoper and Jur. IV; Alfred Bell, Jr., 45746, Calif., custocatian and Jur. VI; and Winfield Oldham, 42722, Texas, junior Hoo-Hoo and Jur. VII.

Besides Snark Geiger, who has served on the Supreme Nine for three years, the hold-over Cats are Ernest Hammerschmidt, 43385, Ill., supreme Hoo-Hoo and Jur. II; Martin McDonald, 27358, Canada, jabberwock and Jur. V; John Egan, 45206, Minn., senior Hoo-Hoo and Jur. VIII; and John Dolcater, 37372, Fla., scrivenoter and Jur. IX.

Senore Jose Espinosa, 58456, official delegate of the Manila Hoo-Hoo Club was welcomed and a resolution was extended to the club's officers and members "for enabling Hoo-Hoo to expand the sphere of benevolent influence of the order into the Philippine republic and into the Eastern hemisphere of the world."

Secretary Ben F. Springer reported that Hoo-Hoo International's membership was at an all-time high.

He said the order had 11,502 members, with eight new clubs added and 115 concats held during

EASIEST TO SELL
ALL YEAR 'ROUND
...always profitable!

SISALKRAFT: The BEST BUY in protective paper is the BEST SELLER! *Immediate deliveries* suggest it's a good time right now to stock up for the demand tomorrow.

You can tie in the sale of SISALKRAFT with many other materials, for protection on the job. For instance, with every sale of cement, suggest SISALKRAFT for curing and protection. Lumber, aggregates, etc., also need this protection on the job.

For every farmer who comes into your yard, SISALKRAFT has many uses. Talk up ALL the applications. Display rolls of SISALKRAFT. You'll sell more.

Stock it in widths of 36", 48", 60" 72", 84", 96" . . . all popular.

SISALATION: The modern low-cost reflective insulation and vapor-barrier combined. Stock it *now* in 36" and 48" widths.

NATIONALLY ADVERTISED to help create sales for you.

FOR FREE SAMPLES, POSTERS, AD MATS and LITERATURE Write Dept. SB10.

SISALKRAFT WATERPROOF SISAL REINFORCED PROTECTIVE PAPERS

THE SISALKRAFT CO., 205 W. Wacker Drive, CHICAGO 6, ILL.
NEW YORK 17, N. Y. • SAN FRANCISCO 5, CALIF.

the closing year. He reported that Hoo-Hoo Club No. 142 was in process of organization in Honolulu, Hawaii; a new club had been organized in Quebec, Canada, and that the Manila Hoo-Hoo Club is No. 141.

Delegates at the convention represented 102 clubs. The delegates were urged by convention speakers to "get out the vote" in all elections, to foster wood promotion and educational projects, and to extend the fraternity into new industry communities.

Resolutions of commemoration were passed paying tribute to the leadership that the late Harry Kendall, 12284, gave to the industry in heading the Hoo-Hoo reorganization committee and in other major capacities.

WOODWORK SHOP

(*From page* 46)

main building at Memphis' Boys Town. The workshop is 25 by 50 feet.

"The shop is equipped with all types of motor and hand machinery and tools for the boys to make nearly anything they can dream up—such as furniture, hobby pieces, and knick-knacks. The instructor's salary, incidentally, will be paid by the Hoo-Hoo Club.

"Every safety precaution for proper use of the power woodworking tools is being taken, with the instructor employed on a full-time basis.

"The power tools, donated by the club and individual members include a DeWalt bench saw, a Boice-Crane combination jointer and tilting-arbor saw, a drill press, shaper, jig-saw, and wood-turning lathe. There also are many hand power tools, including routers and sanders. There are numerous attachments for the drill press and other machines."

Max Pinkerton, manager of the North Memphis Lumber Co., was chairman of the Hoo-Hoo Club's building committee. Serving on the committee with Pinkerton and Harrison was Jerry Sumrall, who operates Sumrall Lumber Co., and secretary-treasurer of the club.

And who's furnishing the free lumber to keep 50 boys busy in the woodworking shop? "Who, indeed?" Harrison smiles. "The Hoo-Hoo Club of Memphis has 85 members representing well-stocked lumber yards!"

Time to Start Your

FALL PROFITS

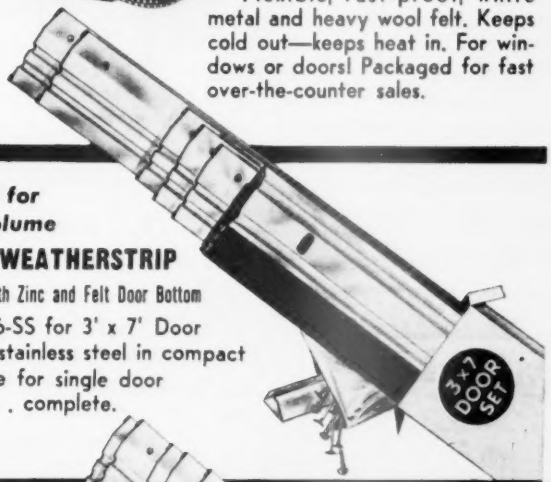
with NATIONAL GUARD

PACKAGED WEATHERSTRIP SETS

Jack Frost

WEATHERSTRIP

Flexible, rust-proof, white metal and heavy wool felt. Keeps cold out—keeps heat in. For windows or doors! Packaged for fast over-the-counter sales.

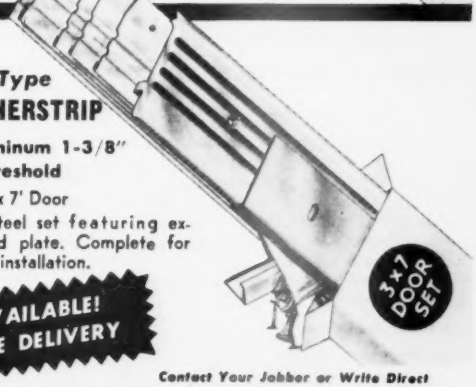


Priced for Big Volume

DOOR WEATHERSTRIP SET with Zinc and Felt Door Bottom

No. 336-SS for 3' x 7' Door

Spring stainless steel in compact package for single door . . . complete.



Finest Professional Type

DOOR WEATHERSTRIP SET with Aluminum 1-3/8" Interlocking Threshold

No. 236-SS for 3' x 7' Door

Spring stainless steel set featuring extruded threshold plate. Complete for single door. Easy installation.

NOW AVAILABLE! IMMEDIATE DELIVERY

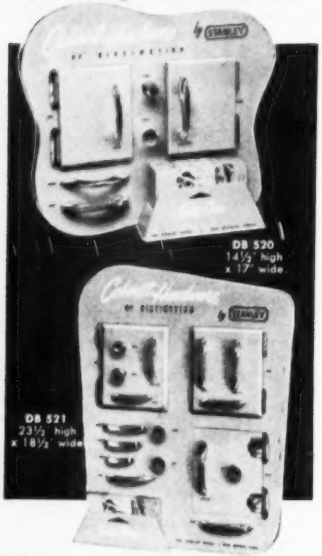
Contact Your Jobber or Write Direct

Manufactured by NATIONAL GUARD PRODUCTS, INC.

540 Jackson Ave. • P. O. Box 4754 • Memphis, Tenn.

Manufacturers of Metal Mouldings—Weatherstrips
Screen Door Grilles—Window Guards

No stock to buy... no charge for display



Get your Stanley Cabinet Hardware SALESMAKER today!

★ Modern eye-catching design
★ Adaptable for post, wall or counter use
★ Unique pocket for sales booklets

Here are displays which are refreshingly different—modern in design, traffic-stopping. And you pay only the cost of the applied hardware (as shown). There's no charge for the display piece, no stock to buy. Order your Stanley Cabinet Hardware point-of-sale display by number from your distributor today.

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

DEALERS *in the* NEWS

MISSISSIPPI

JACKSON: New general manager of the Hogue Lumber and Building Supply Co. here is Ned O'Brien. Formerly in business with his father, E. O'Brien, Hogue's new manager has had 30 years' experience in marketing wood products. He succeeded W. G. Derise, who now manages Hogue's yard in Gulfport, Miss.

COLUMBUS: The Columbus Building and Supply Co. recently announced that, due to Ellis Lollar's slow recovery from automobile accident injuries, the firm would discontinue the general contracting part of its business. The lumber yard, building material store, and woodworking and cabinet shop remain active.

FLORIDA

LARGO: Grant E. Estep has returned to Florida to become associated with the Largo Lumber Co. During the last year he was an advisor to the International Harvester Corp., in LaGrange, Ill.

ARCADIA: The D. H. George Lumber Co. has been remodeled. The main warehouse has a new front and an additional storeroom.

CRAWFORDVILLE: The Wakulla Sash and Door Co. has made arrangements to supply anyone in the county with lumber. The firm moved its operations recently, but will continue to serve this area.

MISSOURI

WEST PLAINS: Les Carter, comanager with Ben Pickett of the West Plains Lumber Co., has assumed complete charge of the firm. Pickett is now in Monett, as manager of the Monett Lumber Co. Both companies are owned by Charles C. Meek.

BRAYMER: Carl Gastineau has started a new lumber yard here on a site he recently purchased from Jesse J. Wilson. Gastineau formerly was connected with the Braymer Lumber Co.

CAMPBELL: Norvell Lansing has moved here from Cape Girardeau to manage the E. C. Robinson Lumber Co. yard.

CARROLLTON: Harry Schanz is the new manager of the Hurley Lumber Co. He had been associated with the Waddill Lumber Co. here for the last 10 years, and worked for the Hurley firm before that. Former Manager Joe P. Lyons has resigned to take charge of his farm.

MARTIN CITY: The Badger Lumber Co. has announced plans to open a building materials distribution firm here to meet the shift in building activity. The general office and millwork division is in Kansas City.

SHELBINA: Tom Purdy has assumed management of the Kiefer store. He formerly was associated with the North Missouri Lumber Co.

WENTZVILLE: The Wentzville Lumber Co. re-opened recently under its new management, Emil Baumstark. He and his father, Albert Baumstark, bought the former Diekroeger Lumber Co.

TEXAS

SAN ANGELO: An estimated 3,000 persons attended the recent "open house" that introduced the remodeled Burley Lumber Co. to the vicinity. Owner C. D. Burley started in the lumber business in 1901 and has operated a firm in this location since 1938. Door prizes were two air-conditioners, an electric razor, and a medicine cabinet.

FT. WORTH: The Penry Lumber Co. recently moved into its new building at 2251 South Jennings Avenue. It is owned by Clyde A. Penry and Burl Alexander.

AUSTIN: The Austin Builders Supply Co. recently held a successful "grand opening" to celebrate completion of its new building at 311 Bowie Street.

PECOS: The Lee Lumber Co. has moved into its new building at 806 East Third Street. It is owned and managed by Cecil Lee.

BEAUMONT: H. G. Nichols recently opened a new building supply firm here. It is called the West End Supply Co.

ATLANTA: Some 500 persons attended the opening of the G. W. Morse Lumber Co.'s modern yard here. Jerry Triplett is manager.

PLUM: Aubrey (Red) Voelkel recently resigned his job with the La Grange Utilities to manage the Morgan Lumber Co. here. He took the place of Kervin Giese, who will manage a lumber firm in Angleton.

ROCKPORT: The Charles T. Picton Lumber Co. recently underwent an improvement program. It was enlarged and air-conditioned.

MORTON: Roy Gentry recently moved here from Lamesa to manage the Forrest Lumber Co. Former Manager Turner Beard was transferred to Snyder.

HOUSTON: C. V. Deaz, an employee of the Carpenter Lumber Co., recently discovered a hollow cypress packed with about 3,000 squirrel bones. "I don't know what happened to them," he said, "but now I know

why there are few squirrels near Baytown." . . . The Bering Lumber Co. is constructing a new building materials store and lumber shed at its new site at Westheimer and Potomac Streets. The new $100,000 buildings will be used by the lumber firm and the Bering-Jax Construction Co., both headed by August C. Bering, III, president, and C. G. Jax, vice-president.

NORTH CAROLINA

WADESBORO: The Eagle Insulating Co. has been granted a charter of incorporation to deal in building materials. Authorized capital stock is $100,000.

KINSTON: C. W. Dawson, Dewitt Pope, and J. T. Wilcox have incorporated the Dawson Manufacturing and Supply Co., to buy and sell building materials.

SPRUCE PINE: Passing out cigars recently were Fred W. Biddix, Jr. and Sr.—in celebration of the arrival of Fred W. Biddix III. The two older Biddixes run the Spruce Pine Lumber Co.

KANSAS

COFFEYVILLE: Charles Crutchfield and Paul Crow recently purchased the Gilstrap Lumber Co. Former Owner Gilstrap said he sold his firm because of ill health but is retaining other lumber interests and headquarters here.

SOLOMON: Gilford Fritz now manages the Leidigh and Havens Lumber Co. here. He was formerly with the firm's yard in Salina.

SCOTT CITY: The Stroup Lumber Co., purchased six years ago by Harold Drake, is now known as the Drake Lumber Co. Drake managed the firm before he bought it.

RILEY: The Alexander Lumber Co. has a new 60x134-foot building. The office and showroom are finished in knotty pine, with asphalt tile floors. The old building is now used for materials storage for the yards at Riley and Leonard.

BELLE PLAINE: C. H. Cockrell, who has managed the Rounds and Porter Lumber Co. here for several months, has been transferred to Dodge City. His successor here is Milton Yearger, formerly of Larned.

GREAT BEND: The Barton County Lumber and Supply Co., a new building supply firm here, opened July 28. Willis M. Revel is manager.

McPHERSON: The Deal Lumber Co. has completed an extensive expansion and modernization project here. It has a new display room for hardware, specialty items, and other building materials. A new parking area has been provided.

COLDWATER: After five years as manager of the Home Lumber Co., Bob Gilchrist resigned recently to start his own business. He will operate the Champlin service station and bulk oil and gasoline business, plus his new Gilchrist Lumber Co., which is in a warehouse near the service station. Virgil Profit has moved here to replace Gilchrist at the Home Lumber Co.

GREENSBURG: The Home Lumber and Supply Co. recently reopened here in its remodeled building. Manager E. G. Jones reports that display space has been nearly doubled.

LaCROSSE: Jake Wilhelm has bought the Shotts Lumber Co. He will operate it with his three sons.

DODGE CITY: The Bloom Cooperative Lumber and Supply Co. recently built a new shed to hold additional supplies of lumber. Manager Bill Smith says the demand increases after wheat is seeded.

OKLAHOMA

TULSA: A "grand opening" recently introduced the new Service Lumber Co. to Tulsa residents. The firm is located at 2910 South Yale. Besides selling a complete line of building materials, the firm offers 11 types of tools for rent.

BLAIR: Burl Bunkley has moved here from Hamlin, Tex., to manage

"HOW I MAKE MORE FROM ASPHALT SHINGLE SALES..."

"The answer's easy. I'm the lumber dealer who sells the complete package. I sell Shinglstik with every asphalt shingle sale. "You see, every asphalt shingle customer needs *Shinglstik* to complete the job . . . that means a better sale for me, and most important, it means I have a satisfied customer. " Shinglstik is custom-manufactured for the job of sealing down asphalt shingles and for sealing them down quickly and permanently. *It is the only proven 100 per cent efficient method of sealing down asphalt shingles against winds of hurricane intensity."*

So, if you're not already handling Shinglstik, investigate this extra source of profits now. Mail the coupon today for your free test sample of Shinglstik!

HERE'S WHY HOMEOWNERS WANT SHINGLSTIK . . .

- Shinglstik protects their colorful, fire-safe asphalt shingles from wind damage.
- Shinglstik complies with insurance-company recommendations on applying asphalt shingle roofs.
- Shinglstik is quick and sure — resists direct pull after just four hours, can't be separated without tearing after a week of exposure.
- Shinglstik goes on with caulking gun, putty knife, or paddle. Many homeowners will stick down their own roofs. Professional application costs little.

MAIL COUPON FOR FREE SHINGLSTIK TEST SAMPLE!

Shinglstik 7600 TRUMAN ROAD KANSAS CITY, MISSOURI

Send free test sample of Shinglstik to:

Name _____

Address _____

City _____ State _____

We sell _____ shingles*
(brand name)

Note: *Samples cannot be distributed without above brand name information.

WHY SELL ONE

WHEN 3 SELL BETTER

Triple your chances of making a sale by stocking all three Cortland Brand Insect Wire Screenings. Preferred by homeowners because it comes in three popular price ranges, gives years of service, insures a better screening job. Meets U.S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Extra wide widths also available.

Due to material shortages, you may not be able to get immediate delivery on all types of Cortland Brand Wire Screening. However, place your order now — we'll supply your jobber as quickly as we can.

Cortland GRAY-WICK Popular all-purpose wire screening. Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed" enameled finish.

Cortland BRONZE Rust-resistant. Unaffected by weather, salt air, acids, gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

Cortland ALUMINUM Won't rust or stain because it's made of aluminum clad wire. Strong and durable. Weighs less than half as much as steel insect wire screening.

FREE MERCHANDISING KIT!

Contains colorful streamers and folders to identify your store as Wire Screening Headquarters. Also Poultry Netting, Nail and Brad window streamers. Send for your kit today!

Cortland BRAND

- POULTRY NETTING
- HARDWARE CLOTH
- NAILS & BRADS

WB

WICKWIRE BROTHERS, INC.
Cortland, N. Y.

the Rounds and Porter Lumber Co. yard. Former Manager Forrest Clary was transferred to Corpus Christi, Tex. Bunkley spent the last three years farming and contracting, but previously served 12 years as manager of the R. B. Spencer Lumber Co. in Waco, Tex., and over three years as manager of the Paul Bryan Lumber Co. in Hamlin, Tex. His wife was secretary of the Spencer firm for awhile.

SOUTH CAROLINA

ROEBUCK: J. D. Foster announces completion of his new plant here to replace the one destroyed by fire. His Roebuck Gin and Lumber Co. now has a modern combined office and store building, with new display fixtures.

LOUISIANA

MONROE: West Monroe's worst fire in over a year destroyed the J. C. Steele Lumber Co. early last month. Estimated damage to the lumber yard and adjacent property was $150,000.

KENNER: Kenner Materials, Inc., building materials firm, recently was granted a charter of incorporation, with capital stock listed at $35,000.

SHREVEPORT: The United Building Supply Co. has been incorporated. The firm is located at 322 Fourth Street.

KENTUCKY

PARIS: The Bourbon Lumber Co. recently announced plans to open a 45-acre residential subdivision on Ford's Mill road near here. It will contain about 150 lots and will be known as Valley Vista.

ARKANSAS

FORDYCE: A charter of incorporation has been granted the South Arkansas Lumber Co. Incorporators are D. J. Barnes, Edwin W. Bird, and T. J. Pride.

WEST MEMPHIS: The Wallin-Dickey and Rich Lumber Co. recently built a $250,000 modern office building. The Bank of West Memphis and possibly 18 other firms will have space in the new structure.

Pine Story Popular

More than 150,000 copies of "The Southern Pine Story" have been distributed, officials of Southern Pine Association report.

In a brochure, "The Critics Review The Southern Pine Story," SPA has gathered together samples of the hundreds of letters commenting favorably on the new booklet. The list of those who have written congratulatory letters to the association reads like a "Who's Who" of industry, education, government, and business.

The brochure also shows samples of the widespread publicity the booklet has received in newspapers, magazines, and radio. SPA officials report that many requests for copies of the booklet have been received as a result of the publicity.

Maple Flooring Research

The wood research laboratory of the Timber Engineering Co., Washington, D. C., will continue a long-range research program sponsored by the Maple Flooring Manufacturers Association, it recently announced.

The research covers experiments devoted to the development of maximum efficiency with various types of flooring nails, such as spirally grooved, annularly grooved, and cut steel types.

Rules for proper nail installation will reduce expansion and buckling of flooring to the best possible degree, according to W. C. Abendroth, chairman of the MFMA research committee.

Pre-stressed Concrete Reports Draw Crowd

Pre-stressed concrete and glued laminated timbers proved record-breaking drawing cards at the Centennial of Engineering of the American Society of Civil Engineers held in Chicago September 3-13.

Nearly 900 engineers jammed the spacious grand ballroom of the Conrad Hilton Hotel to attend two joint sessions conducted by the Structural Division of the ASCE and the American Concrete Institute.

A major reason for the large attendance at the symposium on pre-stressed concrete was given in the opening report by M. J. Holley, associate professor of structural engineering at M. I. T., who pointed out that the use of pre-stressed concrete in this country has increased ten-fold in the past year.

Holley also noted that several large-scale projects were included in current construction and that there were now 34 plants set up to produce pre-stressed concrete on a production basis. Both facts are made more impressive by the realization that the first pre-stressed concrete bridge in the United States was completed only two years ago.

Backbone of the pre-stressed

concrete session were papers on six noteworthy projects, presented by engineers largely responsible for their execution. Included were reports on the Tampa Bay bridge in Florida and pre-stressed beams in New York Harbor Pier 57.

Glued laminated timber "promises to give not only better and more versatile structures, but to have a considerable influence on our timber economy by permitting more efficient use of smaller sizes and lower grades," Alan D. Freas reported at the ASCE centennial convention.

An engineer with the U. S. Forest Products Laboratory at Madison, Wis., Freas said:

"The laminating industry is young and virile, worthy of the attention of engineers and architects seeking a solution to their structural problems. From a small beginning, shortly after the first World War, manufacture and use of laminated wood grew to a point where, in World War II, it was an important factor in solving problems of shortages in vital materials. Not only were arches, beams and truss parts laminated for use in buildings, but aircraft spars, ship keels, frames and other members were furnished in large numbers. New and expanded applications have been developed since World War II."

He pointed out that the cost of a laminated member is greater than that of a solid member because of the procedures involved in preparing the lumber and constructing the member.

Raymond Archibald, chief of Western headquarters, U. S. Bureau of Public Roads, San Francisco, said that "perhaps the latest, and one of the most important developments directly affecting the highway bridge is the glued-laminated structural lumber." He declared it to be "a successful substitute for the now hard-to-get dense structural timbers in the larger sizes and longer lengths."

Museum Exhibit Pre-Sells Hardwood

A $350,000 Hardwoods Exhibit opened last month in Chicago's Museum of Science and Industry, where "learning is fun." The second largest exhibit in the museum, it occupies 10,000 square feet of floor space.

As visitors enter, they are greeted by "the living tree," a white oak that explains through a recording how a tree lives and grows to serve people in hundreds of ways.

A cut-away part of the trunk shows sapwood and heartwood. Colored lights running up and down the trunk indicate life processes of the tree. As the tree tells its story, eight-foot translites reveal detailed colored drawings of root, cell structure of the wood, and leaf structure.

Visitors also see a piece of plywood that has been soaking in water 15 years without damage; a veneer matching machine to show how patterns are formed for veneered furniture; a color wheel showing natural colors of woods ranging from black ebony to white holly; color transparencies of outstanding hardwood interiors.

In another room, visitors enter a log cabin to find themselves looking at Paul Bunyan's seven-foot face. His moving lips explain that he lifts the cabin and tells famous folk tales.

The Hall of Hardwoods, the finale of the exhibit, shows how hardwoods offer better living in many ways.

If the experience of hundreds of other dealers is of interest to you . . . If the preference of thousands of top builders is any indication of what your own customers want . . . If the satisfaction expressed by millions of home owners is your clue to a greater sales opportunity . . . you'll take a tip from us and promote the use of precision-made mill-assembled or jobber-assembled Complete Window Units. Briefly, here are the benefits you can tell your customers about:

- They guard against waste
- Time-wasting assembly on the job is eliminated
- Finished jobs are better and more accurately done
- Completion dates are easier to meet
- The owner gets more for his money in sounder, more satisfactory construction

Published in the interest of better and more economical building construction.

Monarch®
METAL WEATHERSTRIP CORP.
6343 ETZEL AVE., ST. LOUIS 14, MO.

AND you make more profit while helping your customers make more.

It's good business to sell Complete Window Units!

Discuss It With Your Sash & Door Jobber

another **HOMASOTE FIRST**
—designed to reduce the cost of building

AT LAST . . . a truly scientific method has been developed whereby sidewalls and roofs can be shingled and sheathed—fully insulated—at one and the same time. By this method, the rich architectural effect of wide exposures—12" for roofs, 14" for sidewalls and deep ¾" shadow lines—is available to the average home owner at a substantial saving in time, labor and money.

Nova Insulated Sidewalls and Roofs are built with three materials: asphalt impregnated, sheathing panels—16" x 96" for sidewalls, 14" x 96" for roofs; the Nova galvanized, 26 gauge steel shingle clip, and #1 Certigrade roof shingles, or #1 Certigrade Processed Shakes (either stained or unstained) for sidewalls.

A single layer of felt paper is applied to the studs; then the 8" clip is placed on the bottom of the sheathing panel and the two are nailed together at each stud or rafter. The shingle is slid down the panel until the kerf in the butt of the shingle engages the clip. The top of the shingle is secured with a hand stapler. The second course overlaps the sheathing of the first course by 2". Only 1½ lbs. of 8d galvanized nails are required per square.

There are no exposed nails to rust, stain or split the shingle; the shingles cannot curl. The quality of the materials used is of the highest; the total cost is extremely low.

Let us send you fully illustrated and detailed literature.

NOVA SALES CO., Dept. 76B
Trenton 3, N. J.
Send details on NOVA SHINGLING SYSTEM
Name.....
Address.....
City..... State.....
My lumber dealer is.....

NOVA SALES CO. TRENTON 3, N. J.
A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.
SEE OUR CATALOG IN SWEET'S

One Man's Opinion

Will Unorthodox Practices of Distribution Survive a Recession?

By JOSEPH G. ROWELL,
Industrial Counselor, Atlanta, Ga.

IN BEHALF OF the Building Material Merchants, we want to thank SOUTHERN BUILDING SUPPLIES for bringing to light the current thinking on this vital subject. We agree with the "One's Man's Opinion" in the September issue that the resentment and suspicion the Building Material Merchant has for some suppliers is bad, but we disagree with his statement: "We may awaken some morning and find our market has gone to another system of distribution (as suggested by a housing researcher's quotation in the S.B.S. Balance Sheet editorial last month)." We think this commentator was unduly alarmed by the theories and suggestions of C. W. Smith, director of housing research of the Southwest Research Institute in San Antonio, Texas, which were quoted in the August issue of S.B.S. Mr. Smith is trying to be helpful to the homebuilders. But before advising them to buy direct from the manufacturer, he should have extended his research to the field of distribution. He would have learned that the builder must have the services performed by the Building Material Merchant or set up his own service agency, which will cost him more in the long-run.

For 20 years we have heard, read, and discussed similar theories because it is our job to help the Building Material Merchant maintain his status as the most efficient and economical channel for the distribution of building materials. Twice a year, since 1933, we have met with the industry's association managers from all parts of the United States and discussed ways and means of improving the services of the Building Material Merchant to the builder and consumer. And, incidentally, also to the manufacturer. Members of our respective associations received reports of these discussions and so were informed about the latest developments in the distribution industry. Consequently, there is a continuing improvement in selling technique, material handling, and, in general, service to the builder and other customers. That is why our membership list is requested by manufacturers who are introducing new items.

The causes of the "enmity between dealer and distributor" referred to by the writer of

the September article are perhaps more of a moral nature than otherwise, because they are generally deviations from the selling practices that are heralded by the seller as his merchandising policy. Too frequently these unorthodox methods reveal the regrettable absence of business ethics.

Many thoughtful persons are giving serious consideration to this problem and they sincerely hope that some way may be found to change from the chaos caused by the unwholesome practices of the opportunists to a more practical and understandable pattern of performance.

We should be realistic, instead of opportunistic, and face the fact that no boom lasts forever. Those who venture into uncharted channels of distribution run the risk of wrecking themselves on the shoals of inexperience. They should ask themselves whether these devious ways of distribution can stand the test when economies again become essential to staying in the field of competition.

We concede that the manufacturer owns the commodity and has the right to choose whatever channel of distribution suits his purpose most, and also that when the Building Material Merchant purchases the commodity, it belongs to him and he, too, can do with it whatever pleases him most. However, neither will go far on the road to success in "normal" times if they insist on exercising their respective rights without regard to the feelings or wishes of the other.

The current attitude of "Each for Himself and the Devil Take Hindmost" is not conducive to success. Obviously, a mutually satisfactory solution of the problems can not be developed without the sincere cooperation of all parties concerned.

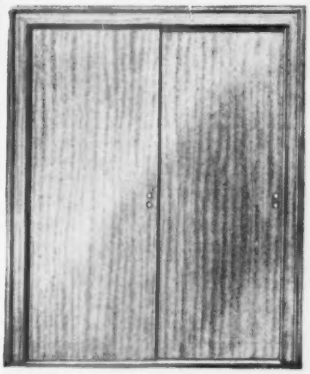
I believe that the industry is approaching the time when competition among manufacturers will again demonstrate the need for the most economical method of distribution and that, consequently, many of the "by-passers" spawned by the boom will fall by the wayside. Then, the progressive Building Material Merchant will again be acknowledged as the most economical and most efficient channel for the distribution of building materials.

WHAT DO YOU THINK? This inclusive comment on the importance and fair-play of distribution factors is the second in a new S*B*S "open forum". Welcome to speak up similarly is any dealer, jobber, or manufacturer who has something significant so say. All contributions must be typed, double space, and not exceed two pages. Each must be signed but may be published without by-line, depending upon subject matter and position of writer.

another **HOMASOTE FIRST**
—designed to reduce the cost of building

NOVA Roller Doors

for closets and passageways



and

Closet Fronts

• Highest in quality . . . simple and inexpensive to install . . . silently responding to fingertip control . . .

In the Nova Roller Doors, four years of intensive research, laboratory tests and in-use testing are incorporated. Every effort has been made to develop doors that are trouble-free—serviceable in every season and every climate.

Nova Roller Doors are light, strong, warp-resistant. Gone is the noisy, expensive, overhead hardware, always difficult to install. Two fibre discs revolving on pins act as guides at the top; the weight of the door is carried on two fibre rollers at the bottom. All hardware, except floor guides, is installed.

These are hollow core, flush doors—1-1/16" thick—regularly sold in the finest plywood and lumber—from birch and gum to imported mahogany.

The closet doors are available in 9 standard opening sizes and 5 standard heights. The passageway door comes assembled in its wall pocket, ready for installation—in five standard opening sizes. Each type comes complete in one carton and can be installed by one man in less than 30 minutes.

Nova Closet Fronts replace the old-style front of an existing closet—or make a new closet out of any suitable recess. The Nova Front is simply set into the rough opening, aligned, nailed into position. The Nova Roller Doors are instantly installed. Two types, each in four widths, are available.

Let us send you fully illustrated and detailed literature.

NOVA SALES CO., Dept. 748
Trenton 3, N. J.
Send details on NOVA DOORS and CLOSET FRONTS

Name .....
Address .....
City ..... State .....
My lumber dealer is .....

NOVA SALES Co. TRENTON 3, N. J.

A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

SEE OUR CATALOG IN SWEET'S

Offers Material for Coal Promotion

Coal Heating Service, a division of the National Coal Association, 804 Southern Building, Washington 5, D. C., has prepared special promotional material for coal retailers who use newspaper advertising.

In the form of a "clipsheet" from which dealers can take promotional material, the two sheets contain several articles explaining the significance of special services offered by CHS retailers. Other articles tell of mining, preparation, and utilization of coal.

CHS also has published its fall and winter newspaper advertising book, containing 62 ads in various sizes. They are supplied CHS groups free of charge.

TO CASE AND HANG CONVENTIONAL DOORS:

Stop splitting profits and making damn'er marks — READY HUNG DOORS reduce nailing 72%.

ASK FOR Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. — FORT WORTH 2, TEXAS

In the COAL SCUTTLE

RETAIL PRICES of fuel were increased slightly on September 29 by OPS to cover increased costs of dealers. The allowable price increases are 25 cents a ton on bituminous coal, 35 cents on anthracite, and 30 cents on other solid fuels. This price adjustment is in addition to freight rate increases made since last February 1 and mine price increases over and above the amount per ton paid by dealer during his base period.

RETAIL COAL Merchants of Georgia met in Athens August 27 to discuss coal truckers who are hauling coal into the state from both Alabama and Tennessee coal fields. These truckers are not checked as to accurate weight and do not collect the state sales tax. A committee was appointed to study the Weight and Measure Act and the collection of sales tax from truckers.

AN OXFORD, N. C., coal retailer, B. J. Williams, was selected the "outstanding coal retailer of the year" by the North Carolina Coal Institute. He succeeded in installing 17 more stokers in tobacco curing barns during the last few months. He reports that in this field, he's "barely scratched the surface."

COAL Heating Service of Chattanooga, Inc., has a new advertising medium. Posters 18 inches wide and 24 inches high are placed on trash cans throughout the business district to remind shoppers of the economy of coal.

COST DATA to help sell coal is the subject of a new Coal Heating Service publication. It uses as an example comparative fuel costs in 10 Michigan public schools. Write for "Fuel Cost Surveys Help Retail Coal Sales," from the National Coal Association, 802 Southern Building, Washington 5, D. C.

A REPORT by the President's Materials Policy Commission indicates that coal consumption in the United States will jump from 500,000,000 tons this year to 800,000,000 tons 25 years from now. This figure will increase even more if coal takes more of the energy load now carried by petroleum and natural gas.

10 SALES WAYS

(*From page 36*)

Co., Building With Kingsport."

Seventh, Clinchfield personnel have a knack for getting more from "special event" advertising than the usual public good-will. Many dealers would write off a $50 exhibit space at the fair to good-will and hope for a few sound prospects for sales. But not the Clinchfield "gang."

Taking turns staying in the booth that featured appliances, they handed cards to all visitors to fill in with name, address, 'phone, and items they might be interested in from a building supply firm.

The total cost was $50, plus a few prizes and printing of the cards. During the next week, they sold three $1,800 deep freezers and other major appliances that were definitely traced to contacts made at the fair—not to mention those sales that were not traceable or customers who bought later.

Another appliance sales booster

USE KOKOMO KORNERS

- for Asbestos Siding
- for Lap or Bevel Siding
- for Wood Shingle Siding

They save application time and money, add to appearance and durability. Kokomo Korners simplify fitting, eliminate split siding, and planing or cutting at corners. Corners for wood bevel siding are aluminum, others are zinc, some available in colors. Holes provided where they are to be nailed. For complete details and free samples write—

BUGHER MANUFACTURING CO.
211 S. Main St. Kokomo, Ind.

YOUR CUSTOMERS WANT—

Old Dominion WAX for

HIGH GLOSS • WATER RESISTANCE • LONG WEARING • SAFETY

also manufacturers of:
Penetrating Seal, Gym Seal, Terrazzo Seal, Asphalt Tile Seal.

WRITE FOR DETAILS

PERBOW CHEMICAL CO., Hurt, Virginia

—and eighth promotional idea—was a cooking school, held for one week at the city auditorium. Conducted by a factory representative, its chief expense to the company was the publicity that preceded the event.

Ninth and tenth sales boosters are radio and novelty advertising.

About 40 per cent of the Clinchfield advertising budget is spent for radio time. For awhile they sponsored a popular hillbilly musical program. The theme song had these words:

"**Sawdust Bill** is a lumberman
Who grades our lumber with a practiced hand
If it's quality merchandise you want to buy
Just call up Clinchfield Supply."

But Peters decided that spot announcements during or near some popular program are the best bet for the money. He runs 25 spots during most baseball and football programs that are broadcast.

Some 10 per cent of every advertising dollar goes for novelties. Each year they give away about 400 carpenters aprons, 4,000 calendars with almanacs and planting data, and 3,000 (quarterly) magazines with home maintenance and improvement ideas.

840 Attend First S. E. Regional AIA Conclave

So great was the attendance and enthusiasm at the first South Atlantic regional conference of the American Institute of Architects in Atlanta, Ga., September 18-20, plans are already underway by a newly-organized AIA South Atlantic Regional Council to stage such an affair annually.

Held at the Biltmore Hotel, the AIA conference was attended by 278 architects, 159 of their wives, 140 educators and guests, and 263 exhibitors. All exhibit space for material displays and models was filled up.

Six school structures in the South Atlantic states of Florida, Georgia, and the Carolinas, were awarded citations for meritorious design. These included designs of three Atlanta school buildings. They were the library building at Georgia Tech by Bush-Brown, Galey and Heffernan, and the Roswell High School and E. Rivers School buildings by Stevens and Wilkinson.

The other buildings receiving citations included the Lagley-Bath-Clearwater High School, Aiken county, S. C., by William J. Lyles, Columbia; atom reactor laboratory, University of North Carolina, by G. Milton Small, Raleigh; and the new Negro high school in Muscogee county, Ga., by E. Oren Smith, Columbus.

The winners were chosen from 115 buildings exhibited at the conference by scale models, photographs, and drawings.

The theme of the AIA conference was "Schools in the Southeast." Speakers included Glenn Stanton, AIA president; Douglas Haskell, architectural chairman of the "*Magazine of Building*," formerly the Architectural Forum, and O'Neil Ford, San Antonio, Texas, architectural advisor to the Southwest Research Institute on the development and use of "lift-slab construction."

The architects' wives took a "busman's holiday" by touring Atlanta's outstanding contemporary and traditional homes.

The last day of the conference took the delegates to the Georgia Tech campus for dedication of a new million-dollar architecture building, buffet luncheon, and the Georgia Tech-Citadel football game.

Large credit for the success of the first annual South Atlantic regional conference of the American Institute of Architects in Atlanta, Ga., September 18-20, goes to the two men shown here. At left is Herbert C. Millkey, of Atlanta, president of the Georgia AIA chapter, conference hosts. At right is G. Thomas Harmon III, of Columbia, S. C., chairman of the new AIA South Atlantic Region Council.

11 Steps to Good Advertising Listed

Eleven steps in planning a good advertising program for a retail building material dealer are set forth in the latest chapter of the "Dealer Operating Guide," which is prepared for members of the National Retail Lumber Dealers Association.

The 11 steps are:

1. Observing the basic rules of retail advertising.
2. Selecting the right appeals.
3. Choosing the best subjects to feature.
4. Setting up an adequate advertising budget.
5. Planning the entire program in advance.
6. Determining the boundaries of the trading area.
7. Selecting the right advertising mediums.
8. Developing public confidence.
9. Making effective use of advertising literature.
10. Selling the program to the organization.
11. Selecting a competent person to conduct the program.

Prepared with the aid of Phil Creden, advertising manager of the Edward Hines Lumber Co., the advertising chapter stresses the fact that "retail advertising is directional. To get results, it has to point one way (to your name, your address, your phone number) to your yard, in other words.

"This is what makes retail advertising basically different from the product advertising of a national manufacturer. Only in rare instances is the manufacturer interested in specific addresses which direct the prospect where to buy.

"That is because the manufacturer's job is to create product preference. It is the retailer's job to sell himself and his services and to lead the prospect to his place of business.

"To spell it out in simple terms, the broad highway to successful retailing lies in handling products which are known and accepted in the area, giving an intelligent retail service, and then putting those products and services before the public."

HELPFUL LITERATURE

Mostly free—some for a fee

PINE WALL FINISHES. "Installing and Coloring Your Walls of Western Pines and Associated Woods" is a new booklet that tells how to install paneling in new construction or over plaster or masonry walls in remodeling. Single copies free from the Western Pine Association, Yeon Building, Portland 4, Ore.

FORK TRUCK MANUAL. A comprehensive manual, "How to Operate a Lift Truck," contains 24 pages of two-color, cartoon style directions. It also offers suggestions for preventive maintenance, safety, and basic materials handling. Drawings show how to set up an obstacle course for training. The Hyster Co., 2902 N. E. Clackamas Street, Portland 8, Ore.

MASONRY SEALER ADS. The American Sta-Dri Co., Brentwood, Md., offers free mats to its dealers for preparing newspaper advertisements of one, two, or three columns. Each can tell the story of Sta-Dri water repellents for masonry alone or be combined with the dealer's own copy.

ARBORITE SELLING GUIDE. The Arborite Co., maker of laminated plastic counter top and wall surfacing material, offers a new booklet, "Guide to Success in Selling." It takes an imaginary salesman and customer step-by-step through a sale to show how an experienced salesman handles the situation. Distributed in the United States by J. A. Davies and Co., 314 Straight Avenue S. W., Grand Rapids 4, Mich.

WOOD SCREWS. A new price catalog in color shows Southern steel and brass wood screws with flat, round, or oval heads in slotted and Phillips styles. The screws range in size from 3/16 inch long by No. 0 to 6 inches long by No. 30 diameter. The Southern Screw Co., P. O. Box 68, Statesville, N. C.

PARKING PROBLEMS. Listing the parking problem as the No. 1 enemy of shopkeepers and customers, the Chamber of Commerce of the United States, Washington, D. C., has published studies giving practical answers. The result of a series of businessmen's conferences, they cover "Curb Parking," "Off-Street Parking," "Making Better Use of Today's Streets," "Street and Highway Traffic"—which are free—and "Business Action for Better Cities," offered for $1.

WOOD STAINS. The Martin-Senour Co., 2520 South Quarry Street, Chicago 8, Ill., has published a booklet that contains actual wood chips to show the company's 169 custom colors for staining wood. It also tells how to obtain special effects, such as "blond" and "pickled," and how to stain shingles and exterior siding. Offered for $1.50.

OVERHEAD DOOR PROMOTION. The Winfield Door Corp., Long Island City, N. Y., has published a helpful 16-page, two-color booklet describing uses of overhead garage doors to beautify the home. It gives details of the track and describes an electric automatic door opener.

OBITUARIES

T. W. RAMSEY, 86, pioneer Tampa lumberman and board chairman of the Ramsey Lumber Co., died September 21 at his home in the Florida city. During the financial panic of 1907 he borrowed money to rescue the insolvent firm and go on to make it the largest in the Tampa section. He served on the Tampa city council, was a 32nd degree Mason, Shriner, Knight of Pythias, and elder emeritus of the Hyde Park Presbyterian Church. Surviving was his widow, one daughter, son T. W. Ramsey, Jr., and four grandchildren.

WILLIAM MARCY MASON, 64, died after short illness on September 9. He was president of the Mason Lumber Co., in Jacksonville, Fla.; Mason-Smith Co., Neptune Beach; Beach Lumber and Supply Co., Jacksonville Beach, and vice-president of the nearby Fernandina Lumber and Supply Co. Mason was past-president of the Rotary Club and Civic Round Table, a director of the Florida Lumber and Millwork Association and the Boys Home Association, and vice-president of the Beach Bank. He leaves his wife, two sons, and a sister.

WILLIAM STEINKAMP, veteran lumber dealer in Groveton, Texas, died recently after prolonged illness. He is survived by his wife, who has closed up his lumber business. He was active in the Lumbermen's Association of Texas.

GEORGE L. REISENBICHLER, 47, died suddenly at his home on August 22. He had suffered from a heart ailment and had been in an automobile accident recently. He operated the Reisenbichler Lumber Co. in Cape Girardeau, Mo., with his father until the latter's death a year ago, when he assumed full management. He leaves four daughters and two grandchildren.

HENRY G. SOMMER, chairman of the board of directors of the Keystone Steel and Wire Co., Peoria, Ill., died August 30 while working in his yard at home. He was the eldest son of Peter W. Sommer, a founder of the Keystone company. He joined the firm after finishing school and served in various executive capacities, becoming board chairman in 1945. He was director and treasurer of the Mid-States Steel and Wire Co., Crawfordsville, Ind.; director of the National Lock Co., Rockford, Ill., and an officer in other Keystone subsidiaries.

GEORGE H. ZIMMERMAN, 63, president and chairman of the board of William Cameron and Co., Waco, Tex., died August 30 while en route by automobile from Vernon to Waco with several company executives. Zimmerman joined the firm in 1910 as a traveling salesman in the wholesale department and became sales manager four years later. He advanced to the presidency in 1949. Zimmerman taught Sunday School in the Methodist Church and was a director of the Federal Reserve Bank of Dallas; life member of the Waco Rotary Club; former city commissioner and mayor; Mason; director of the Texas Central Railroad and of the Chamber of Commerce, and a member of the Waco Bar Association. He was author of a book on Texas lien and homestead laws, later adopted as an official guide by the Lumbermen's Association of Texas. He was popular as a humorous speaker among lumber dealers, who knew him as "Zim." His wife survives him.

E. F. SELLHORN, 78, of Mankato, Kan., was killed in an automobile accident recently when he apparently lost control of his car. He had served the Midwest Lumber Co. for 30 years—for the past five as president and general manager.

HARVEY WHIPPLE, who served the American Concrete Institute for 32 years as secretary and then secretary-treasurer, died September 6 at his home in Northville, Mich. Membership of the association rose from 232 to over 5,800 members at the time of his death. He edited several concrete journals, including the ACI *Journal* which has published research results and construction activities for 23 years. He also wrote the book, "Concrete Stone Manufacturer." He is survived by his wife and three daughters.

CARL PULLIN, 54, died recently after a long illness. He was co-owner of the Builders Lumber Co. in Runge, Tex.

W. J. SULLIVAN, 85, died in Alexandria, La., September 2. He was a member of the grade supervisory staff of the old Yellow Pine Association, which later became the Southern Pine Association. He remained with SPA until his retirement in 1941. He was a charter member and senior deacon of the Calvary Baptist Church.

GEORGE L. KIRKPATRICK, 49, secretary-treasurer of the Acme Lumber Co. in Dalton, Ga., died September 4 in Chattanooga, Tenn. He was a member of the First Methodist choir and the Lions Club. He leaves a wife, son, and daughter.

BOYD HEALY FARINHOLT, 56, president of the Johnson Lumber Co. in Annapolis and Glen Burnie, Md., died at his home. He is survived by his mother, wife, son, and daughter.

MAYOR GENE KLEIN

(*From page 38*)

bet on enforcement," commented Gene.

"And, speaking of preventive maintenance, we have another program that saves the city money. It is a ten-week, fully-controlled summer recreation program conducted in all parks in Amarillo. How does that save the city money? Well, it keeps the youngsters busy and reduces the juvenile problem to a shadow."

For the fiscal year of 1951, the city of Amarillo published a booklet which explained through the printed word and charts just what happened to every tax dollar. Not many big cities do that. But Gene Klein does not want to pose as taking all the credit for advances and efficiencies in Amarillo's municipal government.

"Amarillo has been having good, business-like government for years," he says. "As we go along we manage to improve on it from time to time."

Klein graduated into the "honorable" class from the presidency of the Chamber of Commerce, a post he held in 1948. Friends prevailed on him to seek the office of mayor. He is now in a second term, having met with no opposition in his second race.

He caught on with the Star Lumber Company in 1929 as an employee and just worked his way into a partnership. And how, in two hours a day, does he hold up his end of the partnership? Gene grinned and admitted: "We have a manager."

Six feet three and weighing a neat 215 pounds, Gene Klein would be accepted anywhere as the popular conception of a real Texas he-man. But he originated in Indiana.

"I am a Texan by preference," he says. "I keep ribbing my wife, who was born in Texas, about that. I am a Texan because I wanted to be. She had no choice in the matter!"

SUPPLY THEIR NEEDS

(*From page 41*)

especially susceptible to one-stop service since the war."

Among the lines profitably added by the Black Mountain Lumber Company since the war are tension screens; patterned plywood; laminated plastic panels; a second line of house paints with custom-mixed selectivity; guns and rifles; fishing tackle; floor tiles; housewares; garden and lawn tools and supplies.

This firm, of course, has had to expand its plant to accommodate the additional displays and stocks. From the 35x30-foot building from which it did business between 1908 and 1937, the structure has been enlarged to 80 feet wide and 87 feet deep. This provides 7,000 square feet of store, office, and storage space.

The lumber warehouse across the side street has been increased from its original 80x89-foot size to 80x224 feet two years ago. With modern double-deck storage in a large portion, the structure now provides over 25,000 square feet of space for lumber, sacked goods, insulation, and other materials.

In the adjoining 30x50-foot shop, craftsmen use modern machines to turn out most of the wood window units and many special frames, cabinets, and other millwork sold

How-ell-dor
GARAGE DOORS for Industrial America

Every sectional Upsweep How-ell-dor is engineered for the job . . . prefabricated for ready installation. There are 38 stock sizes of commercial and residential How-ell-dors, up to 30' wide; odd sizes and unusual designs are a specialty. New! Fre-Flyte Commercial Door, 8' to 16' wide and 7' to 12' high, 1⅝" thick.

- **New, improved WICKET or PASS DOOR.** 12 gauge steel hinge full length of wicket door, which is fitted and bolted to parent door at factory. Insures a durable, precise fit, a 75% time and labor saving on the job.

How-ell-dor ELECTRIC OPERATORS

Four types . . . eleven models. Push button control available for any size of sectional type door. Latest residential operator requires no extra headroom.

Write for FREE CATALOGS

THE HOWELL MANUFACTURING CO., 7200 Hasbrook Avenue, Phila. 11, Pa.

by the Black Mountain Lumber Company. The staff last October designed their own Dura-seal wood window unit. Over $15,000 worth were made and sold in nine months.

This firm uses the syndicated "Bill Ding" as a trade-mark in their advertisements in the tabloid weekly, *Black Mountain News*. When the handsome new wing for the housewares department and garden and lawn shop was stocked and ready for business under the supervision of Mrs. Dougherty, a three-fourth-page ad was run, headed "Make This Your Headquarters." It listed by brands the merchandise sold.

The company had 11 comfortable benches built and painted in its own shop and gave them to the municipal golf club for the golf course. Each bears the sign, "Where the greater number buy their lumber—Black Mountain Lumber Co.—COAL." Being in a chilly mountainous region, this firm has always made money by selling fuel.

The full-time personnel of this firm, which was launched in 1908 by four men who now are all deceased, consists of 11 people. These include Assistant Manager J. Gary McGraw, bookkeeper-stenographer, two shop men, two warehouse men, one salesman, and two Negro truck drivers.

Factory and jobber salesmen who serve the Black Mountain Lumber Company often remark that here is "one of few such firms that started out along the railroad track but has grown by expanding its plant and services in the same location."

FIXIT SHOP

(*From page 43*)

charge of the Fixit Yourself Shop.

They point out that home-owners now buy two-thirds of all wallpaper for application without the help of skilled paperhangers. They believe that at least 75 per cent of all paint is applied by amateur painters. The new paints that don't leave brush marks and permit an almost "foolproof" job are encouraging more people to do their own interior decorating.

Rieck and Fleece personnel estimate that they get at least 30 orders a week for materials for these large projects of home-owners. Since this service has been in operation only a short time, they expect this figure to go higher.

Rieck and Fleece personnel report that the new "Fixit" spirit is reviving some of the customs of the pioneer barn-raising days—and in St. Petersburg many people with time on their hands are only too willing to help a neighbor with a repair job.

Send Christmas Gifts to Needy through "Care"

CARE packages containing food for unfortunate Europeans and Asiatics are again available this year.

The 1952 CARE holiday package contains a whole canned turkey; one pound each of plum pudding, bacon, coffee or tea, chocolate candy, hard candy; 29 ounces of peaches; 15 ounces of raisins; half a pound of butter, and 1¼ ounces of mustard. The package costs $18.75 and feeds 12 persons.

The turkey is offered alone for $12, and a budget food package designed to supplement the turkey for $6.95.

Various CARE packages can be sent to East Germany, Yugoslavia, West Germany and Berlin, Austria, Belgium, Finland, France, Great Britain, Greece, Italy, the Netherlands, Norway, Japan, Okinawa, and the Philippines.

Orders should be mailed to CARE, 20 Broad St., New York 5, N. Y. The deadline is November 1.

10-Horsepower Horse!

The Lake Shore Lumber Company, Cleveland, La., recently staged a race between a nine-year-old horse and a one-horsepower tractor.

Clayton, the horse, normally pulls about 3,000 pounds of lumber but can pull 5,000 pounds if he wants to. After winning the race with the tractor, Clayton proved "scientifically" to be a 10-horsepower horse.

The Gorham - Jones Lumber Company operates two stores in Waco, Tex. This one is on Franklin Street, known as "lumberyard row" because nearly one-third of Waco's 33 yards and building supply stores are located on this street.

S·B·S STAFF FOTO

LIKES LITTLE JOBS

(*From page* 42)

is a better mark-up on materials. And their investment is not tied up for such a long period of time. In the middle of figuring a house job, it is necessary frequently to take cuts on materials.

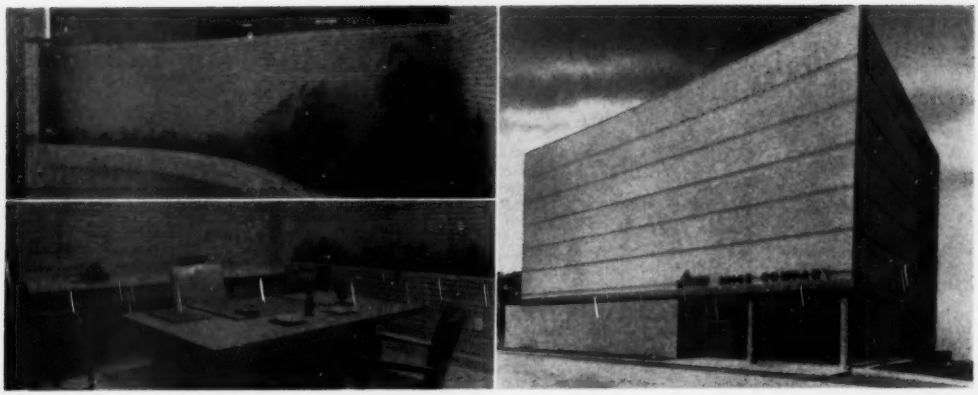
Gorham-Jones works closely with independent contractors on such jobs. Sometimes the yard figures a job, sometimes the contractor does the figuring. In either case, if there is any profit left in the job over the contractor's labor estimate and cost of materials, the contractor gets the extra profit.

"Now we would rather have such jobs—garages, porches, and rooms—than bigger projects," asserted Gorham.

The firm has many such projects under construction at the same time. On each one, a yard sign announces to passersby that it is a Gorham-Jones job. In this way, one job leads to another. With signs up on all of them, the impression is given that this is quite a busy lumber yard. And it seems that people like to do business with a busy yard, Gorham and Jones both point out.

During the past three years, the company has used spot announcements on the radio and two newspaper ads a week. They recently added spots on a second station.

Gorham credits radio and newspaper advertising with development of one-third of its garage-porch-room business, and the other two-thirds to reports of satisfied customers and the signs placed on jobs during construction.



BEAUTY OF BRICK FULLY DEMONSTRATED IN NEW ACME PLANT

Exposed brick and tile, painted brick, and specially-shaped brick in various tints serve both structural and decorative purposes in this new 22,800-square-foot general office building of the Acme Brick Co. in Ft. Worth, Tex. Top photo shows the various uses of brick and tile in the entrance lobby. Lower left view is of a typical office, with brick walls and built-in planting box. At right above, even round columns are of specially-shaped brick. The air-conditioned building is windowless except for four decorative openings on the street front. Founded in 1891, the Acme Brick Co. now has 16 manufacturing plants and 24 sales-service offices in Texas, Oklahoma, Arkansas, and Louisiana. Acme products are said to be sold and in use throughout the world.

Skilsaw Changes Name

Skilsaw, Inc.—Chicago manufacturer of portable electric and pneumatic tools—on October 1 changed its name to the Skil Corporation.

The reason for the change, according to President Bolton Sullivan, was that the company has outgrown the name Skilsaw. The firm's line has expanded from one portable electric saw 28 years ago to 150 different Skil tools today.

Save the cost of high paid finish carpenters — less skilled, lower paid men can install READY HUNG DOORS.

ASK FOR
Ready Hung
DOORS
THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

New Flexscreen Offices

Bennett-Ireland, Inc., makers of Flexscreen fireplace curtains and other fireplace equipment, have opened new branch offices in North Carolina and Illinois to serve their surrounding dealer customers better.

D. E. DuPler is the new Southeastern district sales manager. His office is in Davidson, N. C.

In a Chicago suburb — Glen Ellyn, Ill. — Bennett-Ireland has opened a combination branch office, warehouse, and assembly plant to serve accounts in the South Central and North Central districts. Owen Zapel is the manager.

Manufacturers Named Advisory Committeemen

The Building Officials Conference of America, Inc., recently named several building material manufacturers to its advisory committee.

New committeemen include James J. Dunn, United States Plywood Corp.; William Gillett, Detroit Steel Products Co.; H. Perrine, Owens-Corning Fiberglas Corp.; H. W. Collins, Celotex Corp.; B. S. Friberg, Granco Steel Products Co.; R. W. Gastmeyer, H. H. Robertson Co.; Charles Lutz, Pittsburgh Steel Co.; F. J. Rarig, Rohm and Haas Co.; J. W. Taussig, Raymond Concrete Pile Co., and J. Weinhart, John Weinhart Construction Co.

Masonite in Atlanta; Baylin, Sharp in Charge

The Masonite Corporation has moved its Southeastern division office from Washington, D. C., to Atlanta, Ga., to provide maximum efficiency and service to its Dixie customers, according to General Sales Manager F. O. Marion.

The new Masonite office is at 1145 Peachtree Street, N. E., in the Georgia capital. Division manager in the Southeast is M. T. Baylin.

The new assistant manager is P. A. Sharp, formerly sales representative in the Greenville, S. C., territory. He was second vice-president of the Carolina Lumber and Material Salesmen's Exchange before moving to Atlanta to assume his new position.

NEWS about MANUFACTURERS

GALLATIN, TENN.: Vincent F Flaherty was appointed plant manager of the new lock and hardware factory being constructed here for the Yale and Towne Manufacturing Co. Only 39, Flaherty has had 24 years of manufacturing experience at the company's Stamford division.

NEW ORLEANS, LA.: The McDougall-Parsons Co., Inc., recently bought the Hickham Brick Co., makers of Dunbrik. The firm will continue to sell its usual brick, in addition to Dunbrik. It will also sell ready-hung doors, limestone, split face stone, masonry waterproofing, and miscellaneous building specialties.

CORPUS CHRISTI, TEX.: The West Side Lumber Co. is building what is said to be the first lumber treatment plant in Texas south of Waco. It will have a capacity of 30,000 feet of lumber a day.

TAMPA, FLA.: Richard D. Butler is now trade-sales representative in the Tampa area for the Lowe Brothers Co., paint and varnish makers.

SILSBEE, TEX.: H. C. Hopkins recently announced the end of his long and pleasant association with the Kirby Lumber Corp. He bought the Kirby stores in Call, Voth, Bessmay, and Honey Island, but says he still will make Silsbee the headquarters for his company. The grocery and supply stores will be known in the future as the Hopkins-Willis stores and continue present policies.

NASHVILLE, TENN.: The Miller Manufacturing Co., one of the oldest millwork plants here, recently was sold to Howard H. Pardue and Seth T. Peavy.

CHATTANOOGA, TENN.: With sawmills humming at the home base here and in Dothan, Ala., and Jackson, Miss., the Williams and Vories Lumber Co. this year is celebrating the golden anniversary of its founding. The company's current slogan: "Fifty years of specialized experience and more than 20 million feet of hardwood lumber at your service!" . . . Earl P. Carter, president of Williams & Vories, has been elected a member of the board of directors of the American National Bank and Trust Co. here. He is also a trustee of the University of Chattanooga.

URANIA, LA.: Quintin T. Hardtner, Jr., has been elected president of the Urania Lumber Co., succeeding his late father, Quintin T. Hardtner, Sr. He also was elected head of the Hardtner-Edenborn Oil Co.

GLENWOOD, ARK.: The Ozan Lumber Co. recently celebrated three years without a lost-time accident by entertaining 250 guests at Narrows Lake with a fish fry. Joe Dunlap, of the Forest Service, presented an award to W. C. Jacobs and Doug Bemis, company officials.

HAZLEHURST, MISS.: The Acme Hardwood Flooring Co. recently started operations here. It has a full crew in training. It will use about 40,000 feet of hardwood a day.

FT. WORTH, TEX.: Brooks-Scanlon, Inc., Minneapolis lumber firm, recently bought half of F. Kirk Johnson's oil interests here and in other Southwestern states. The lumber firm will actively cooperate with development of these interests.

CHARLOTTE, N. C.: D. W. Karr has joined the L. J. Mueller Furnace Co., Milwaukee, Wis., makers of Climatrol heating and air-conditioning equipment. He has had 23 years of experience in this field. From his Charlotte office, he will cover North Carolina, most of South Carolina and Virginia, and part of West Virginia.

LOUISVILLE, KY.: The General Electric Co. has appointed Charles J. Enderle as manager of sales education programs and materials. Earl H. Norling is now manager of retail sales education. Enderle joined Gen-

F. O. MARION has been promoted from sales manager to general sales manager of the Masonite Corp. From the position of dealer salesman in 1936, Marion has risen successively to assistant manager of the sales engineering department, assistant manager of industrial sales, and assistant sales manager.

Get EXTRA Sales MORE Profits!

with

TANDROTINE

The Popular **PAINT THINNER!**

IT'S PROVEN
IT'S ECONOMICAL
IT'S a Quality THINNER

ORDER TANDROTINE Today!

Get ready for EXTRA Sales, MORE Profits.

TURPENTINE & ROSIN FACTORS, INC
SAVANNAH GEORGIA

TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

Avoid jamb sessions with crooked walls — READY HUNG DOORS are adjustable for wall thickness and compensate for wall irregularities.

ASK FOR

Ready Hung DOORS

THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

NOW Complete Stocks of Aluminum Molding

to serve the
BUILDING SPECIALITIES INDUSTRY

Prompt Shipments

Decorate with

DECORITE

Aluminum Molding
for every purpose

WRITE TODAY FOR COMPLETE CATALOG

DECORITE, INC. 2116 Peachtree Rd., Atlanta, Ga. 2915 San Jacinto St., Dallas, Tex.

eral Electric in 1928 and Norling in 1927.

NEW YORK, N. Y.: The C. Hager and Sons Hinge Manufacturing Co., St. Louis, Mo., has opened a new sales office in New York City to better serve its customers in this area. Charles S. Ronzio and A. R. Bowen head this branch.

VICKSBURG, MISS.: Donald E. Jenkins has been appointed plant manager of the Westinghouse Electrip Corp.'s new lighting fixture plant here. Thomas G. Cameron was named superintendent of manufacturing in this largest plant in the nation devoted exclusively to making lighting fixtures.

SYRACUSE, N. Y.: To meet the growing demand for residential air-conditioning, the Carrier Corp. has announced a new plant of about 400,000 square feet in which to make this equipment. President Cloud Wampler announced that the company has bought another 400,000 square feet of plant space from Syracuse University for manufacturing, research, and office use.

PEORIA, ILL.: The Hyster Co. has appointed Richard Stiegele as sales manager of the Eastern tractor equipment division.

ORANGE, VA.: Jules I. Delattre is now chief engineer for the Virginia Metal Products Corp. He succeeded Charles H. Gersley, who was promoted to plant engineer.

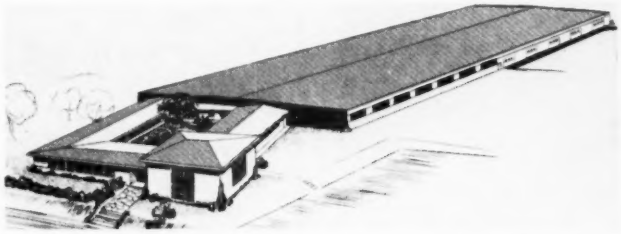
KANSAS CITY, KAN.: Hal Lewis has been transferred from the Detroit sales office to Kansas City by NuTone, Inc. He will cover several midwestern states for NuTone's complete line of chimes, ventilating fans, and other home equipment.

CHICAGO, ILL.: The Martin-Senour paint company recently graduated six new salesmen from its two-month training course. Among these were Edmund L. Fortier, who covers Louisiana, and Alfred E. Warner, assigned to the Dallas, Tex., office to cover the Southwest.

R. H. MORRIS is the new general manager of Ponderosa Pine Woodwork. Former publisher of American Builder magazine, he has spent over 23 years in the building industry. Well known for leading a campaign to enact the National Housing Act of 1934, he is acquainted with leaders of retail lumber dealer associations.

ATLANTA, GA.: George Gillespie, of Philadelphia, Pa., has joined the Celotex Corporation as a junior salesman in the Atlanta territory. A graduate of the Admiral Farragut Academy in New Jersey, he served for about two years in the U. S. Marine Corps before taking the Atlanta Celotex assignment.

BUFFALO, N. Y.: Robert E. Seifres has been promoted to assistant production manager of the gypsum division of the National Gypsum Co., with headquarters here.



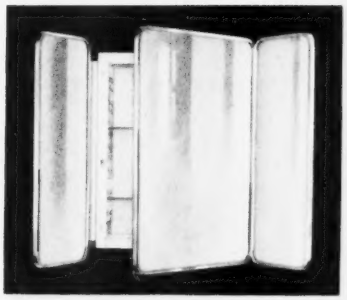
MODERN HOME FOR AIR CONTROL PRODUCTS

This architect's rendering shows the new ultra-modern office and plant recently started for Air Control Products, Inc., in Coopersville, Mich. Its 55,000 square feet of floor space will be heated by what is probably the largest perimeter heating system ever to be installed. It will be used as a basis for research in perimeter heating. Besides the manufacturing facilities and office, the new structure will house a cafeteria, employee recreational facilities, and research laboratory. "U" shaped offices surround a large patio.

The NEW "BANNOCKBURN"

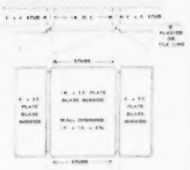
Model DFW

Ideal MEDICINE CABINET



BANNOCKBURN Model DFW

The most attractive bathroom medicine cabinet value ever offered – recess type with stainless steel rims on three plate glass mirrors. Center Mirror: 16" x 22"; Side Mirrors: 8" x 22"; Wall Opening: 14" x 18" x 3¼".



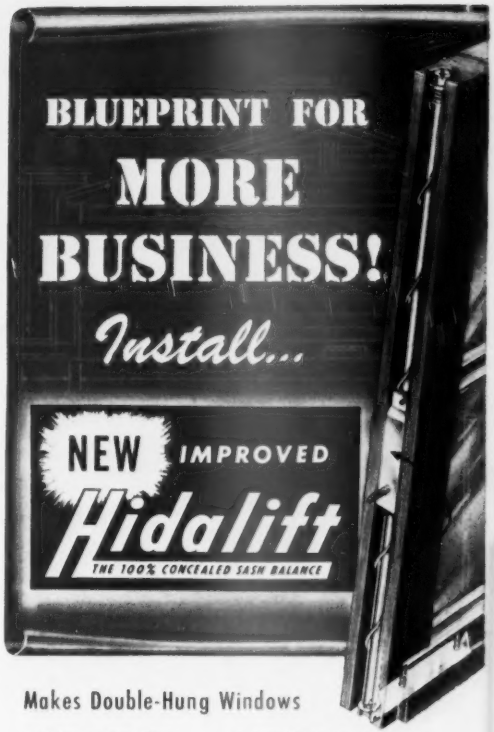
Beautiful-Practical-Fast Selling

Features of BANNOCKBURN Beauty and Utility

- Three Beautiful, Polished, Plate Glass Mirrors
- Chrome Spring Rod and Ball Door Check
- High Quality Bullet Type Door Catch
- Heavy Gauge Steel Cabinet, Permanently, Electrically Welded
- Chrome Plated Tooth Brush Holder
- Non-Yellowing White Enamel, Baked On at High Temperatures to a Hard, Lustrous, Easy-to-Clean Finish
- Razor Blade Slot
- Three Full Length Chrome Plated Piano Hinges
- Two Bulb-Edge Glass Shelves

Write Today for a copy of the New Ideal Catalog with illustrations and descriptions of nearly 50 distinctive Ideal Cabinets.

IDEAL CABINET CORPORATION
Division of DesLauriers Column Mould Co.
7722 JOY ROAD • DETROIT 4, MICHIGAN



Makes Double-Hung Windows

- Quieter Operating
- Less Costly To Maintain
- Easier to Raise and Lower
- More Attractive in Appearance

Hidalift offers more "SELL" features because it is:

100% CONCEALED—There's nothing exposed to mar the beauty of modern windows. No part protrudes or is otherwise exposed to view.

DESIGNED for EASY, FAST INSTALLATION – smooth-as-silk lifetime operation.

EASIER TO TENSION – Tensioning can be applied *before* or *after* installation without special tools.

FITS WINDOW with or without weatherstripping.

POSITIVE LIFTING POWER provided by highest quality coil spring.

TWO TYPES OF ATTACHING BRACKET—*Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and cup types.*

Quality Products For Over a Century T&S TORRINGTON

HIDALIFT DIVISION
The Turner & Seymour Mfg. Co.
Torrington, Conn.

Gentlemen:

Send complete literature and prices on Hidalift
Please check ☐ Dealer ☐ Builder

Name .....

Address .....

City ..... Zone ..... State .....

Avoid embarrassing work overs! READY HUNG DOORS eliminate rework time.

ASK FOR
Ready Hung DOORS
THE NEW
DOOR AND FRAME
PACKAGED UNIT
READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

Strictly WHOLESALE

Blun, Nash, Lee Promoted by Ssirco

HUGH NASH

CATER LEE

HUGH O. NASH, at left, above, has been appointed district sales manager of the Southern States Iron Roofing Co. at Raleigh, N. C. He has been succeeded by Cater Lee as Ssirco's branch manager at Birmingham, Ala., where he had served since October '47.

In his new position Nash will direct this regional building material firm's sales efforts in Virginia and North Carolina. He joined Ssirco in Savannah in 1943.

Lee joined the firm as a sales correspondent in 1940. He was manager of the Savannah branch when called to active Air Force duty in January '51. Upon his release in May '52, Lee was appointed warehouse supervisor.

With the Southern States Iron Roofing Co. less than six years, Billy Blun is now assistant general sales manager. He has served as assistant sales manager, manager of export sales, and assistant manager of naval stores.

Recently a salesman in Ssirco's Savannah branch, Carl Stelljes is now manager of export sales. He formerly served as assistant manager of the New Orleans branch.

The new assistant branch manager in Savannah is Robert J. Lueders. With 25 years' selling experience, Lueders joined Southern States as a sales trainee last January and has been selling in the Savannah territory.

Now secretary to Lee Bartholomew, vice-president in charge of sales, is Miss Dollie Fedderwitz.

Atlantic Steels Sets Warehouse "Open House"

The Atlantic Steel Company's new Warehouse Division building, located at Fourteenth St. and Northside Drive in Atlanta, Ga., is nearing completion and will be exhibited to the trade and public on October 31 and November 1 during a two-day "Open House and Trade Show."

Costing $500,000, the building is of steel and brick construction, with the 460x140-foot warehouse area on one level.

A Quonset building, of which the ASC Warehouse Division is Atlanta distributor, will be erected in the exhibit area for use as a refreshment stand.

The full line of steel warehouse products will be exhibited.

DO YOU KNOW

John P. Ashton ? ?

THANKS to the aggressive leadership of this man — John P. Ashton, of Des Moines, Iowa — the National Building Material Distributors Association is now a strong, independent trade organization

with its own exclusive secretary-manager and national offices at 111 West Washington Street in Chicago, Ill.

Founder and president of Ashton Wholesale Service, one of the largest distributors of building materials in the Midwest, Ashton fully appreciated the need for such an independent trade association for wholesalers of building supplies. So, last year he led the movement to separate the National Building Material Distributors Association from the National Plywood Distributors Association.

The building material distributors voted to withdraw from NPDA and the members of that parent body, managed by B. E. Babbitt, unanimously approved the withdrawal. Then, as president of the National Building Material Distributors Association, Ashton reported to the industry that "we have effected a complete and amicable separation from the National Plywood Distributors Association."

He and the other officers and directors planned a reorganization meeting of the new independent group in Chicago at the LaSalle Hotel last December 12-13. It was then that arrangements were made for national headquarters and NBMDA's own professional staff in the Windy City.

Approximately 100 wholesalers attended the reorganization meeting, over which Ashton presided, and heard helpful talks by Celotex's Gates Ferguson, Armstrong Cork's Harold Row, U. S. Gypsum's Harry Judd, and participated in round-table discussions with *Building Supply News*' Jack Parshall as moderator.

Among the problems aired were profit margins, excess-profit taxes, fluctuations in inventory costs, service compensation from suppliers, financing, and the need for more sales management.

John P. Ashton's firm and SOUTHERN BUILDING SUPPLIES have three things at least in common. Both were launched in 1946 after World War II. Both believe in and work for strong trade associations. And both agree that the wholesaler is an efficient, economical link in the distribution of building materials.

Helping their brother, John, to make a growing success of building-material wholesaling are his brothers, H. Web Ashton and Dale D. Ashton. Their talents blend for such enterprise. Before service in World War II as a naval officer, John had gotten considerable experience in merchandising and selling. Web had a good background in advertising and sales promotion through agency work. And Dale had had long experience in financial and statistical duties in Wisconsin business firms.

Ashton Wholesale Service has two interlocking slogans: "Distributors of approved building materials and stock millwork" and "Serving the World's Greatest Farm Market." With John as president, Web as secretary, and Dale as vice-president and treasurer, the firm now operates large warehouses in Omaha, Neb., and Mason City, Iowa, as well as in home-base Des Moines.

The Ashtons use the most up-to-date material handling equipment in all their warehouses — roller conveyors, fork-lift trucks, and other devices. They have a staff of 10 salesmen calling on retail dealers in all of Iowa, eastern Nebraska, and southern Minnesota.

In beckoning other building material wholesalers to the NBMDA reorganization meeting last December, John Ashton urged:

18 PROFITABLE SALES FEATURES!

Many of them Exclusive in BESSLER DISAPPEARING STAIRWAYS

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A REAL stairway.
3. Seven well-engineered models—for every need.
4. Safety-designed in every detail for protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads.
8. ALL steps equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice.
15. Doors made of White Pine and Fir in two-panel type; flush doors in hardwood only.
16. Tailor-made for all heights.
17. Hundreds of thousands in constant daily use.
18. Immediate delivery.

FREE!
New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

The Bessler Disappearing Stairway Co., 1900 E. Market St., Akron 5, O.

ORDER NOW!
IMMEDIATE SHIPMENT
Peerless FIREPLACE DAMPERS

CAST IRON

Built right—priced right.
All sizes 24" to 68". Rotary poker or chain control. Crated to assure safe shipment, storage and ultimate delivery to your customer.

ALL STEEL

The nation's best Steel Damper—best design—most rigid construction sizes 30-42" . . . low cost. All dampers finished in red oxide.

Write for free catalog also containing details on "How to plan a successful fire place."

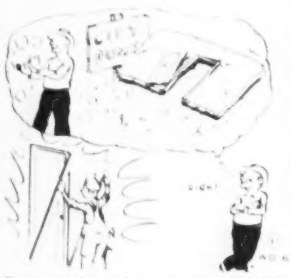
Smart dealers are selling distinctive Peerless Fireplace Fixtures . . . add them to your display . . . boost sales and profits. Write for complete catalog and prices today.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

"If you are interested in having a strong national association which can gain the recognition, cooperation, and support of all manufacturers of building materials . . . plan to attend the meeting in Chicago. If we have a strong association representative of our industry, we can expect to accomplish lasting improvements and to eliminate numerous evils in the distribution of building materials."

The National Building Material Distributors Association is on the way to realizing these promises of Ashton because scores of other wholesalers across the nation and in the South, too, appreciate the many services that such an organization renders. In the person of S. M. Van Kirk, former assistant manager of the Insulation Board Institute, they have a secretary-manager who is working toward those objectives.

Whether he is replaced at the first annual NBMDA convention, John Ashton is bound to receive an accolade from the members for his untiring services. The wholesalers will convene at the LaSalle Hotel in Chicago on October 13 and 14. All building material distributors are invited to attend this meeting.



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Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

U. S.-MENGEL'S NEW MIAMI WAREHOUSE

Seen here is the handsome, new landscaped warehouse of U. S.-Mengel Plywoods, Inc., in Miami. The 20,000-square-foot building is located at the corner of 71st Street, N. W., and 35th court. It is U. S.-Mengel's 22nd distribution warehouse.

Manager of the new branch is J. V. (Bill) Kruse, seen at right. Born in Louisville, Ky., in 1915, Kruse joined the Mengel Co. there in 1936 and remained with this plywood and furniture manufacturing firm until 1949. Then he joined its distribution company U. S.-Mengel — as salesman in the outlying Louisville territory. In 1951 he was made city salesman.

Strictly WHOLESALE

WINSTON-SALEM, N. C.: "Boss of the year!" That's the title recently bestowed on Luther N. Bagnal, veteran lumber wholesaler here, by the Winston-Salem chapter of the National Secretaries Association.

TULSA, OKLA.: The Oklahoma Rusco Co. recently held a formal opening to introduce its new offices and plant at 5202 East 11th Street. Visitors were shown ways in which Rusco window products are used.

JACKSON, MISS.: The Delta Millwork Manufacturers received a charter of incorporation last month.

BIRMINGHAM, ALA.: Henry A. Raines, Jr., formerly with Associated Distributors in Atlanta, is now wholesale sales representative for the Wood Lumber Co. here in Georgia and eastern Alabama. Ralph Bailey is sales manager of this veteran firm's wholesale department. Raines works from his home at 1070 Eden Avenue, S. E., Atlanta, Ga.

COLUMBIA, S. C.: The Southern States Iron Roofing Co.'s offices here and in Raleigh, N. C., have been granted distributorship of Ultralite glass-fiber insulation. The company already distributes the product from its warehouses in Tennessee, Virginia, Alabama, Georgia, and Florida.

JACKSONVILLE, FLA.: James H. (Red) Smith has joined the Gulf States Plywood Co., Inc., as a special representative. He has had more than 25 years' experience in building materials, and is a charter member of the Jacksonville Producers Council and Hoo-Hoo Club.

HOUSTON, TEX.: A new masonry building is being erected for the Republic Materials Co. at 4747 Alice Road. It will contain about 26,000 square feet of floor space for storage and offices. Several other similar buildings are expected to be added later on the four-acre site.

SHREVEPORT, LA.: The new wholesale distributor for Insulite building products here is Central Wholesale, Inc. I. N. Houston is president of this firm that will supply the full Insulite line to dealers in northwestern Louisiana, southwestern Arkansas, and part of eastern Texas.

EAST ST. LOUIS, ILL.: The Cahokia Lumbermen's Supply Co. and the Cahokia Lumber Specialties, Inc., now are located in their new fireproof warehouse and office building at 260 N. 29th Street in East St. Louis. The firms are area distributors for the Wood Conversion Co. and the Globe Roofing Products Co.

JACKSONVILLE, FLA.: The All State Pipe Supply Co. here has been appointed wholesale distributors for Kohler plumbing fixtures. The firm also handles Richmond and Briggs fixtures throughout Florida and in parts of Georgia, Alabama, and the Carolinas.

MYER-LEE DISAPPEARING STAIRWAYS

A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC FOR EXTRA ROOM

DEALERS

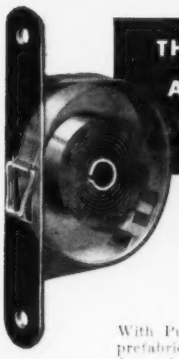
Increase Your Stairway SALES and PROFITS

Completely mechanical—no lifting. Rigid! Safe! Wide stringers — Wide treads. 2-Panel plywood door — Perfectly balanced.

SELLS FASTER

WRITE FOR COMPLETE DEALER INFORMATION.

FOLDAWAY STAIRWAY COMPANY, INC.
813 SEABOARD STREET PORTSMOUTH, VA.



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Sash balances for double-hung windows . . . Schools, hospitals and industrial, commercial, residential construction.

With Pullman Sash Balances builders can use prefabricated windows made without allowance for weight boxes or special type-balances. Installation is quick. On-the-job carpentry work a minimum. Thus labor costs are low. Offer prefabricated windows with genuine Pullman Balances — or install Pullman Balances in stock frames in your own shop.

THE BALANCE WITH A LIFETIME GUARANTEE

Guaranteed against imperfect workmanship or materials for the lifetime of the building in which they are installed.

WRITE FOR LITERATURE

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ROCHESTER 21, N. Y., U. S. A.

revolutionary different exclusive

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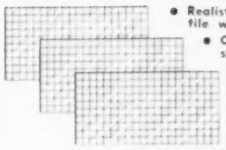
THE GROWING CHOICE OF TODAY'S TILE BUYERS

Here's a tileboard pattern that will make real profits for you . . . the new Miratile Marbleized design. Market surveys show that consumer tastes are changing, that swirling marbleized patterns are meeting ever greater demand.

BRING CUSTOMERS INTO YOUR STORE . . . feature Miratile Marbleized as a traffic builder. It's new and interesting. An ideal material for new construction and remodeling . . . supplied at standard low tileboard prices.

TO HELP YOU SELL . . . free counter or window display, ad mats, color charts and folders supplied with each dealer order. Miratile Marbleized is offered only by Miratile, the complete tileboard line including all standard patterns and moldings.

MIRATILE MARBLEIZED TILEBOARD FEATURES



- Realistic true tile joint . . . with unique Miratile wide-flare score line.
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Throw out the excuses with the waste—Use READY HUNG DOORS.

ASK FOR Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the **practical** way to convert waste space into attractive dens, playrooms, bedrooms and storerooms . . . . the perfect answer to **more room for living!** EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.
BOX 100, DEPT. X ST. PAUL PARK, MINNESOTA

Kwikset Enters Museum

Kwikset Locks, Inc., Anaheim, Calif., recently installed a permanent exhibit in the California State Exposition in Los Angeles.

Featuring three - dimensional parts and photographs, the exhibit illustrates procedures in making Kwikset locks. One special feature is a lockset that has been tested on Kwikset's test stand, opened over 8,500,000 times—the equivalent of 550 years of service in an average American home. Visitors can "test" the lock themselves.

A color, sound movie is showed continuously during week-ends.

1,000-YEAR-OLD LOCK

Movie Actress Nancy Gates tries to pick this 1,000-year-old wooden lock installed by Richard the Lion Hearted on the West Gate of the Holy Sepulchre in Jerusalem during his crusade to the Holy Land. The lock is now in the Yale Antique Lock Collection, which is on display on the West Coast.

TRANSLUCENT PANELS

(*From page* 37)

hold up as well as corrugated metal for use in farm buildings, they began remodeling machinery sheds and other farm buildings with the panels—wherever daylight was desirable. They also use this material for "windows," installing them with no frames.

"We always make it a point to learn our new items well," asserted Porter John, general manager and part owner of the firm.

"To sell farmers, a dealer in any line must be equipped to pass out much information in detail. The farmer is a quizzer—as well as a careful shopper. After we sold the translucent plastic panels to our first farmer customer, we were on the road to many repeat sales!"

The three salesmen who call on the farm trade have, in the words of Porter John, "learned to talk the farmer's language." The modern farmer is an excellent prospect for new building products, provided the dealer can prove that they are practical for farm use, these salesmen agree.

This alert dealer installed a prominent display on the sales floor. It exhibits full-size (40x70-inch) panels—both corrugated and plain—in various colors. In this way, the customer can visualize how this new material will look in various applications on his farm, check its toughness and strength, and see how colors look in large sheets.

Often customers will just stand in front of the display, as if trying to think of some way to use this beautiful building material.

"Farmers certainly are not the only buyers of this material," Owner John asserted. "But one reason we think farmers have taken to this material so rapidly is that they know our firm has a reputation of stocking materials of especial interest and use to farmers."

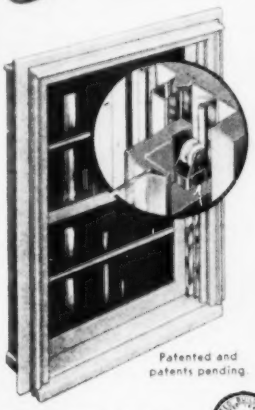
Although the J. I. Porter Company has its own construction department that employs up to 40 carpenters, it recognizes the fact that many farmers do much of their own repairs, remodeling, and new building. So, the firm's staff offers help to anyone who needs it.

When the store was remodeled, displays were arranged to stimulate "impulse buying." When the customer enters, he is attracted by low displays of paints—one of J. I. Porter's most profitable items, bought at least once a year by most farmer customers.

This old dealership still occupies the same highway site on which it opened 61 years ago. At the edge of town, it is convenient for farmers who need plenty of parking space. They often remain a long time under the extensive roof, where even lumber is sheltered adjacent to the display room.

Customers get service "from blueprints to finishing specialties." It is not unusual for a customer to select a plan, sit down with the estimator, and receive a complete estimate of materials and labor before he returns to his parked car. Porter John pointed out. "That's another big reason why we sell to so many farmers," he said.

Huttig ROLL-LIFT WINDOW UNIT



Patented and patents pending.

THE WINDOW THAT ROLLS UP AND DOWN

A New Principle Eliminates Weatherstrip Drag Makes Windows Easy to Raise

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Which Can Be Easily Removed and Replaced

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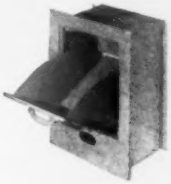
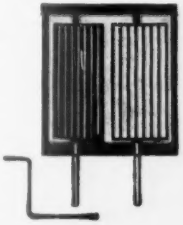
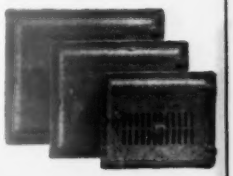
The Real Answer



Cheap gas for home heating is bringing a disposal problem for a great number of households that, under previous conditions would have burned refuse in the coal furnace. . . For new homes, this creates an imperative need for a dependable incinerator built in with hopper door in the kitchen. For the older home that has converted to gas, there are several types of incinerator solution, all described in Donley literature.



Give your mason customers the added service of Donley Incinerator parts, Donley plans and instructions. Eight specifications provide for everything from small cottage to large apartment or industrial plant. Donley hoppers, grates, doors, gas burners, etc., are of advanced and practical design, with dependable quality. Write for booklet.



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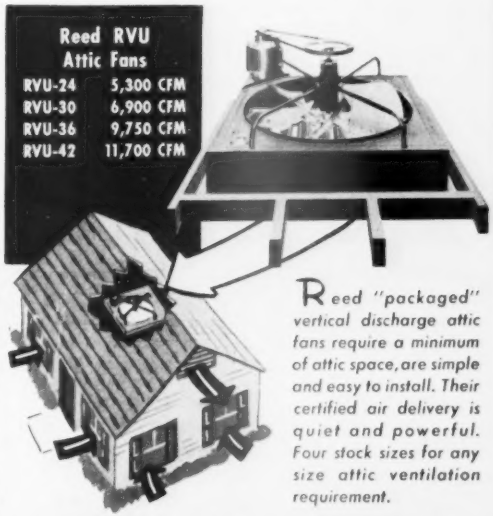

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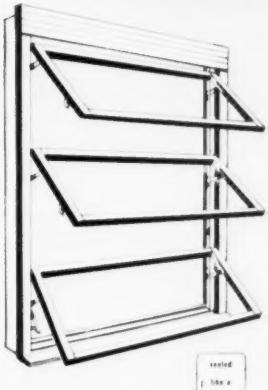

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